



## 2026 Impact Report

# Turning Intent Into Action: Fruit and Veggies Yummy Yummy



INTERNATIONAL  
**FRESH  
PRODUCE**  
ASSOCIATION™





## REVERSING THE TREND TOGETHER

Parents overwhelmingly value healthy eating, yet behaviour lags. Data derived from year one of the Fruit and Veggies Yummy Yummy campaign reinforces a critical insight: the gap between parental intent and children's actual consumption is not driven by lack of awareness, but by relevance, influence and daily decision making.

Fruit and Veggies Yummy Yummy has proven itself a credible platform to address that disconnect by engaging children as a powerful influencer. Using the power of music, movement and one of Australia's most trusted brands, The Wiggles, fruit and veggies are seen to be familiar, desirable and accessible.

The campaign highlighted the power of working as one voice. Impact was strongest where multiple touchpoints converged - The Wiggles' own channels, social content, retail activation and earned media working together. Where retail was activated, participation increased markedly, demonstrating the importance of meeting families at the point of purchase where they make decisions.

By working together across sectors, we have amplified impact, and inspired families to make small changes that have big impact. Industry partnerships reach far larger and more diverse audiences than individual commodities or producers can achieve alone.

Our findings show that participating households were highly engaged with fresh produce, and value initiatives that make fruit and vegetables more visible, appealing, and accessible.

Year one has proven that Fruit and Veggies Yummy Yummy works. The opportunity now is to build on this foundation, deepening partnerships, strengthening data, and scaling impact, so that together we can help change the trajectory of fruit and veggie consumption for the next generation delivering health and economic benefits.



This campaign is funded by Hort Innovation, International Fresh Produce Association Australia New Zealand, Ausveg, Perfection Fresh Australia, Flavorite, Mitolo Family Farms, Premier Fresh Australia and Mackay's Marketing.



## AMPLIFIED IMPACT

The first year of Fruit and Veggies Yummy Yummy has validated the strength of a collaborative, whole of industry approach fighting back against processed and packaged snack foods.

Reach and engagement by far exceeded targets set at the launch of this campaign. Funding partners also reported significant benefits through produce placement, brand exposure, the use of digital media to enhance their own marketing strategies and stronger relationships with retail partners.

**We're not competing against other tomatoes, strawberries or cucumbers, we're competing against chocolate and processed snack foods.**

**Direct engagement with 1.9 million families** through direct mailouts, customised social media reels, surveys and competitions

**121 million views** access to a mass audience across The Wiggles channels and retail partners. This equates to at least four views per person assuming every Australian is engaged

**Media reach worth \$7.23 million** including earned media, The Wiggles concerts, retail activation and partner engagement

**250+% return** on investment through product placement and marketing

\*Figures have been collated and calculated by IFPA A-NZ using market value, rate cards and data provided by campaign partners



# CONSUMPTION IS FALLING



Fruit and vegetable intake is declining in Australia and globally. The latest Australian Bureau of Statistics data reports a 2% overall decline in fruit and vegetable consumption since 2018.

## Decreased fruit consumption

63.9% of children aged 2-17 years meet the daily fruit recommendation; a decrease of 10% since 2018

## Decreased veggie consumption

4.6% meet the daily vegetable recommendation; a decrease from 6.3% in 2018

Looking ahead, CSIRO's predictive modelling paints a troubling picture for 2030:

Fresh fruit intake is projected to decrease by another 10%, reaching an average of just 1.3 serves per day

Consumption of discretionary foods (junk food) is predicted to surge by 18% over the same period; or 40% in 15 years.



# AND THE CONSEQUENCES ARE RISING

Australia has one of the highest rates of obesity in the world. Overweight and obesity increases risk of diabetes, cancer, asthma, depression, and adverse outcomes during pregnancy such as preeclampsia and stillbirth.

25% of children aged 5-17 are overweight or obese

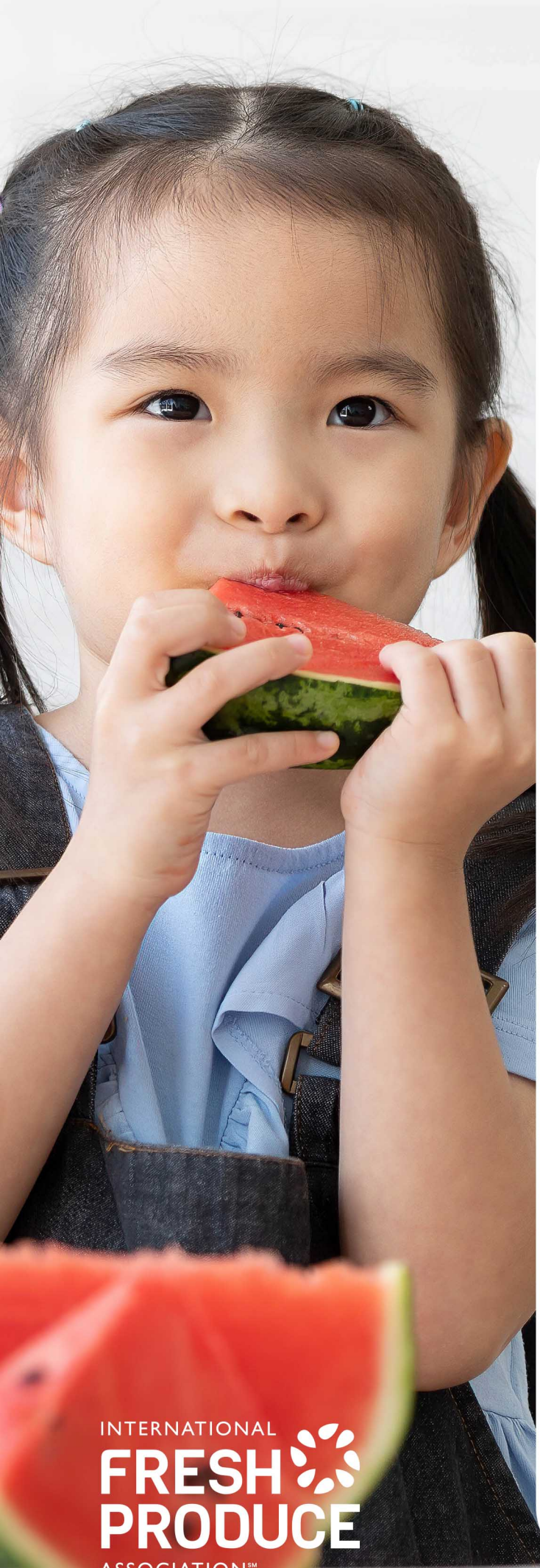
27,500 people die a preventable death each year from an unhealthy diet

Promotion of unhealthy products enhances desirability and acceptability of unhealthy products

## ONLY 4% OF AUSTRALIAN CHILDREN ARE MEETING THE RECOMMENDED DAILY INTAKE OF FRUIT AND VEGGIES



\*Source: Australian Government National Preventative Health Strategy; and National Food Security Discussion Paper



## A UNITED INDUSTRY

Fruit and Veggies Yummy Yummy is a whole-of-industry solution to address declining fruit and vegetable consumption, using the reach and influence of The Wiggles iconic brand.

The industry's peak organisations united with leading producers inspiring children to desire more fruit and veggies and influence parents' shopping decisions.

Using a simple compelling catch phrase Fruit and Veggies Yummy Yummy (from The Wiggles hit song Fruit Salad Yummy Yummy), the campaign leverages the reach and relatability of The Wiggles to promote fruit and vegetables in an age-appropriate, educational and positive way. The call to action was clear to parents: turn good intentions into actions.

Over time, the campaign aims to increase the percentage of children and families who meet the recommended intake by making fruit and vegetables familiar, desirable and accessible.

Beyond metrics, this campaign fostered pride, alignment and a shared purpose across industry and attracted strong government and stakeholder support.



## SHIFTING THE DIAL

Globally, increasing fruit and vegetable consumption remains one of the most significant public health and industry opportunities. The IFPA Foundation for Fresh Produce has identified early childhood engagement, positive food experiences, and accessibility as critical long-term consumption drivers.

This campaign shifts the traditional model by engaging children to influence parents.

**MORE THAN HALF OF AUSTRALIAN PARENTS TAKE THEIR CHILDREN GROCERY SHOPPING WITH THEM MOST OR ALL OF THE TIME**

**97% OF AUSTRALIAN PARENTS SAY THEIR CHILDREN INFLUENCE GROCERY SELECTION**

## UPWARD TREND

The IFPA Global Survey reports increasing awareness and action amongst Australian parents when it comes to their childrens' fruit and veggie consumption, when comparing 2025 to 2026 results.

**↑6%** 72% OF AUSTRALIAN PARENTS SAY THAT THEIR CHILDRENS' FRUIT AND VEGETABLE CONSUMPTION IS 'VERY IMPORTANT' - UP FROM 66% 12 MONTHS AGO

**↑3%** 47% OF PARENTS SAY MOST OR MORE THAN HALF OF THEIR CHILDRENS' SNACKS ARE FRUIT AND VEGETABLES - UP FROM 44% 12 MONTHS AGO

# ACTIVATING CHANGE AT SCALE

Fruit and Veggies Yummy Yummy brings together a range of campaign elements, from digital content and social media to retail activations and live experiences. Engaging families wherever they are, makes fruit and vegetables more visible, appealing and accessible with a goal to increase consumption every day.

“The Fruit and Veggies Yummy Yummy campaign was the perfect fit for Flavorite because it combined fun, education and family values – everything The Wiggles represent. By partnering with such a trusted Australian brand, we were able to connect directly with children and families in a positive and engaging way, helping encourage healthier eating habits through fresh produce.”

It was especially exciting to showcase our Tiny Toms tomatoes as the perfect healthy snack for kids – sweet, convenient and ready to enjoy anytime. As growers and parents, it’s incredibly rewarding to be part of a campaign that can make a genuine difference for future generations.”

Tom Millis  
Flavorite Marketing and Communications Manager



## MEDIA EVENTS

A national platform to raise awareness with events on-farm and at Hort Connections, supported by Hort Innovation, Ausveg, Flavorite, Perfection Fresh Australia, Mitolo Family Farms, Premier Fresh Australia, Mackays Marketing.



## 30 CONCERTS NATIONALLY

Singing along to Hot Potato, Fruit Salad, or Apples and Bananas! Concerts in every state, with branded activations, recipe cards and fruit and veggie mascots.



## 2 X NATIONAL COMPETITIONS

2100 customers added fresh fruit and veggies to their weekly shop, including partner products, to win Exclusive Meet & Greet opportunities and concert tickets. A short survey provided insight into purchasing habits.



## PURPOSE-BUILT WEBPAGE

Competitions, children’s recipes, educational videos, product placement and digital trends to inspire families to prioritise fruit and veggies in their children’s daily diets.



## CUSTOMISED SOCIALS

Featuring The Wiggles favourite characters, making fruit and veggies fun with fresh lunchbox ideas. Meet the Grower videos were also a hit with young fans.



## RETAIL PACKAGING

Engaging consumers in their daily lives, then meeting them at the point of decision-making. “Pester power” in action with The Wiggles featuring on selected produce packs to make sure little hands grab hold.



## RECOGNISED GLOBALLY

Dorothy the Dinosaur in New York to accept our Global Marketing Award for galvanising industry to make meaningful change. Australian produce on the world stage!

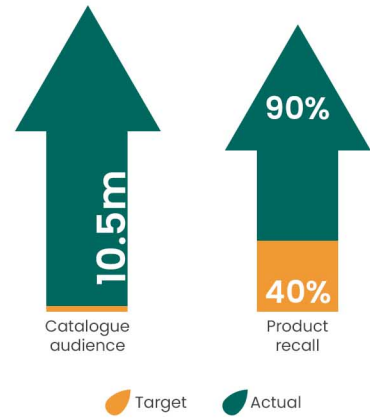


## RETAIL ACTIVATION

Back-to-School activations getting products in the hands of children. Catalogue features and retail visits. Children heard first-hand from their idols about the importance of eating more fruit and veggies.



## Consumer connection

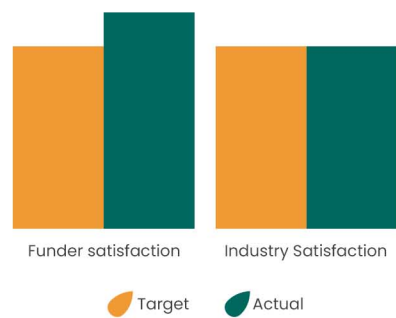


# IMPACT SNAPSHOT

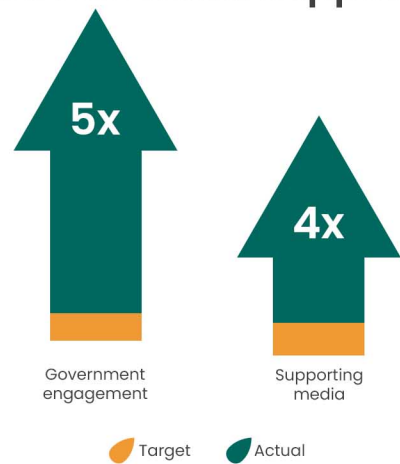
Evaluation against defined metrics is essential to assess the effectiveness of the Fruit and Veggies Yummy Yummy campaign, and guide decisions about future investment. First year, the focus has been establishing proof of concept. Metrics therefore concentrated on reach, engagement, early behaviour change signals, and partner satisfaction.

Performance met or exceeded expectations and demonstrated the campaign is resonating with families, delivering value to funders and industry, and building the foundations for a proactive, practical and targeted long-term consumption strategy.

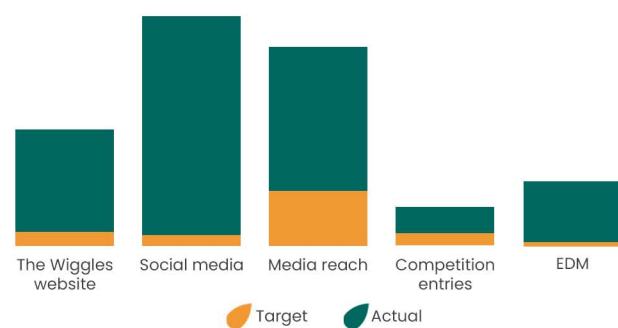
## Industry funders



## Government support



## Reach and engagement



# A PART OF DAILY LIFE

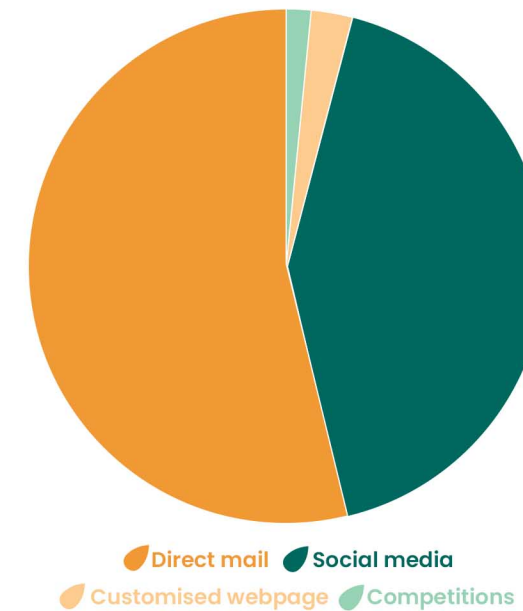
This campaign shifts the traditional model, influencing parents by first engaging children in the fight against processed and packaged snack foods.

It set out to make fruit and veggies a part of daily life through entertainment and education, with targeted engagement at the point of decision-making: direct mail, social media, retail catalogues and in-store activations.

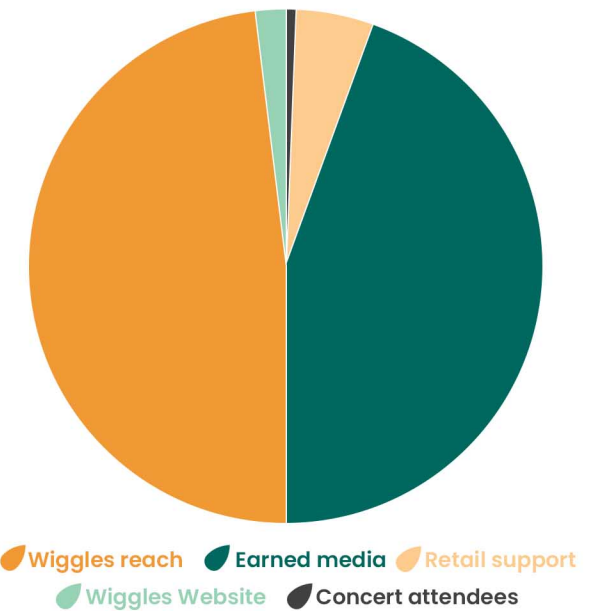
An interesting discovery was the extension of the campaign audience beyond children. As The Wiggles marked their 35th anniversary, parents celebrated the nostalgia of sharing their own Wiggles experience with their children. Likewise, grandparents who experienced The Wiggles with their own children, became an engaged cohort.

This led to mass audience exposure with 121 million views, far surpassing early goals. Even more significant, direct engagement with families - placing product in their hands or in their homes - surpassed 1.9 million.

## Direct engagement with 1.9 million families



## Promoting fresh produce 121 million views



## CHILDREN | PARENTS | GRANDPARENTS 3 GENERATIONS ENGAGED

Media reach worth \$7.23 million makes this campaign one of the largest and most successful driving fresh produce consumption in Australia.

# EARLY BEHAVIOUR SIGNALS

Two national competitions required completion of a short survey as part of the entry process.

The data provided insight into fruit and vegetable consumption, purchasing behaviour and attitudes toward healthy eating amongst participating families.

The findings suggest that while awareness of healthy eating is strong among parents, many children remain slightly below recommended fruit and vegetable intake levels. Importantly, more than half are consuming 4–5 serves per day, suggesting many families are already close to recommended intake.

The competitions targeted Wiggles fans engaged with the Fruit and Veggies Yummy Yummy campaign and may not be representative of the wider population.

## STRONG AWARENESS OF HEALTHY EATING

Around 4 in 5 parents demonstrated awareness of recommended fruit and vegetable intake levels.

## CHILDREN CLOSE TO RECOMMENDED INTAKE

The largest group of children consume 4–5 serves per day, placing many families within one or two serves of dietary guidelines.

## HIGH FRESH PRODUCE INVESTMENT

More than 60% of households participating in the campaign report spending more than \$31 per person per week on fresh produce.

## RETAIL PARTNERSHIPS ENHANCE ENGAGEMENT

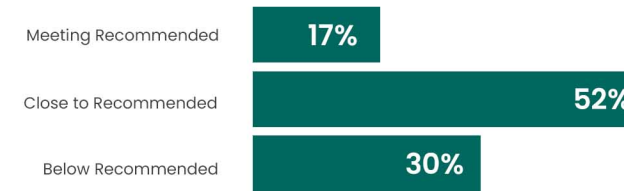
Retail activation during the second competition significantly increased participation from Harris Farm Markets and ALDI shoppers.



# THE CONSUMPTION OPPORTUNITY

Amongst campaign participants, the largest group of children are already consuming 4–5 serves of fruit and vegetables per day, placing many families within one or two serves of recommended intake levels. This suggests that relatively small shifts in daily eating habits could help more children reach recommended dietary guidance.

## Children's fruit and vegetable intake



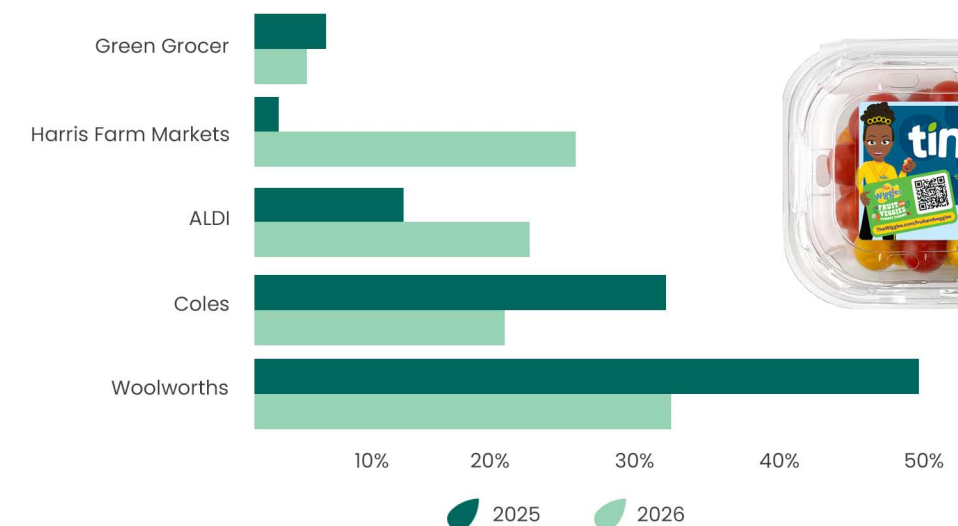
# DRIVING CHANGE AT THE CHECKOUT

There were two competitions held during the campaign, one with retail activation (2026) and one without (2025).

Retail activation by Harris Farm Markets and ALDI was found to be an important addition, increasing consumer participation where decisions are made to convert good intentions at the point of sale.

Total entries doubled when supported by retail activation. The table below demonstrates higher participation when in-store elements such as retail packaging and signage were activated.

## Retail distribution of competition entries



# CREATIVITY ENCOURAGES HEALTHY EATING

Families were asked to share one small thing they do to make fruit and vegetables more appealing or easier for children to eat. Several common themes emerged from the responses, which mirrored strategies shared by The Wiggles during the campaign:

**Parents are actively experimenting with creative food presentation and involving children in preparation to incorporate more vegetables into everyday meals**

**15% of responses explicitly mention music or The Wiggles to make fruit and vegetables more fun and desirable for children**



## **Familiarity**

"We include them at every meal and snack. Recently we've started eating our snacks with toothpicks to make it more fun!" – Lauren, TAS

## **Desirability**

"More songs and videos about healthy foods and drinks and how being healthy is cool"- Heather, NSW

## **Making food visually fun**

"My toddler says she'd eat more fruit and veggies if they were colourful, in stars, or came with hummus!" – Jesse, SA

## **Entertainment**

"The Wiggles bringing out a new veggie song would definitely help my kids eat veggies. I pretend to be Anthony eating fruit salad everyday and this does the trick. Number one song in our house haha." – Kayla, VIC

## **Education**

"Talk about how we can do more activities when we eat well because we sleep better, have more energy and are stronger." – Sebastian, WA

## **Convenience**

"We'd eat more fruits and veggies if they were quick, tasty, and ready to eat. No cooking, just grab-and-go freshness for busy days." – Rebecca, QLD

## **Accessibility**

"A big fruit salad made a few times a week and meal prep by cutting the vegetables once purchased. Easier to grab and cook!" – Katherine, NSW

## **Children's influence**

"We bake them in the oven, add them to pancake and cake mixes, add yoghurt on top of our bananas, and make smiley faces with our fruit." – Lacey, TAS

## **Involving children in food preparation**

"Having free kid friendly recipe cards like pokemon cards to collect and make meals together" – Rachele, QLD



# SNACKING TRENDS

Fruit and Veggies Yummy Yummy does more than drive awareness - it is designed to contribute toward increased consumption and category growth.

Snackable formats are continuing to grow in popularity, particularly as parents seek convenient, healthy options for children and family meal preparation. It is therefore significant that many of the participating campaign products are aligned with consumption and snacking trends identified by NielsenIQ's "Bite Sized Opportunities: Winning in Today's Snacking Market" webinar, available via Hort IQ.

Our own surveys found 90% of children could identify all snacking fruit and vegetable products featured in the campaign, positioning this as a platform capable of aligning consumer trends, retail engagement and category growth opportunities.

Baby cucumbers are the fastest growing savoury snack



Bananas are our favorite sweet snack, winning the most buyer and snacking moments, with a 4.4% increase in sales on last year



Packaged snack categories remain the biggest competitors



Based on NielsenIQ (NIQ) Snacking Market Insights, as presented in the March 2026 webinar: "Bite Sized Opportunities: Winning in Today's Snacking Market", and NIQ Homescan survey data for the grocery, packaged snacks, fresh produce and nuts categories for the 12-month period ending 22 February 2026, Australian total grocery market (Copyright © 2026, Nielsen Consumer LLC).

INTERNATIONAL FRESH PRODUCE ASSOCIATION

# SMALL CHANGES BIG IMPACT


Driving small, achievable changes in everyday eating habits can deliver significant benefits for both the economy and public health.

Adding one extra serve of vegetables per person per day is about more than just statistics - it's about real people: creating jobs, investing in communities and improving health outcomes.

  
**\$3.3** billion added to the vegetable supply chain

**12,841** new jobs



  
**\$1.4** billion in projected healthcare savings by 2030

\*AUSVEG "Plus One Serve of Vegetables 2030"



# THE POWER OF MUSIC AND MOVEMENT

## A MESSAGE FROM THE WIGGLES

The fruit and vegetable industry plays such an important role in the health and wellbeing of Australian families, so partnering with IFPA on the 'Fruit and Veggies Yummy Yummy' campaign has been incredibly rewarding.

The Wiggles have been around for 35 years, and throughout this campaign we've kept asking ourselves why something like this hasn't been done before.

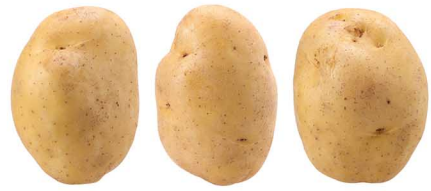
Its success comes from combining trusted messaging with music, fun and positive experiences that children genuinely connect with. When healthy eating becomes part of play and family time, the message really sticks.



**"As someone who has spent decades entertaining children, I know how powerful music, movement and fun can be in shaping habits. This campaign is about giving children a foundation for a lifetime of healthy choices by using The Wiggles songs, characters and energy to make healthy eating something children love and remember forever."**

Anthony Field  
OG Blue Wiggle





**“The Wiggles have a unique ability to engage children, and being part of this initiative through IFPA allowed MitoloFamily Farms to champion fresh vegetables, including potatoes, in a fun and meaningful way. Leveraging that reach with a clear on pack activation on our potatoes drove strong engagement at shelf and delivered increased sales across the campaign period.”**

John Tselekidis  
MitoloFamily Farms  
Chief Commercial Officer



# THE OPPORTUNITY AHEAD

Fruit and Veggies Yummy Yummy is a proven model with a targeted and engaged audience.

Most parents of young children know the importance of eating the recommended amount of fruit and vegetables every day. The intent is there, sustained engagement will drive change.

We are seeking funding to implement Fruit and Veggies Yummy Yummy as a long-term, strategically applied strategy with immediate scale potential. With industry support we can move from influencing behaviour to reshaping national consumption habits.

## TOWARD 2035



### PUBLIC



Drive consumption by targeting pre-schoolers and young parents to make fruit and veggies familiar, desirable, accessible and create long-lasting impact; and cement recommended daily intake of fruit and veggies as a daily norm across all stages



### INDUSTRY



Boost fruit and vegetable production in Australia and New Zealand; and position A-NZ products as essential to health, well-being, economic prosperity and sustainability

**Having people consume more fruit and vegetables has an important flow on for the whole sector, as well as community health**



Federal Agriculture Minister  
the Hon Julie Collins



Shadow Agriculture Minister  
the Hon Darren Chester



## THANK YOU

Fruit and Veggies Yummy Yummy in its first year would not have been possible without the commitment, collaboration and shared belief of our partners who came together with a common purpose: to help Australian children and families enjoy and eat more fruit and vegetables.

We sincerely thank Hort Innovation, Ausveg and our funding partners Perfection Fresh Australia, Flavorite, Mitolo Family Farms, Premier Fresh Australia and Mackays Marketing. Your investment enabled the campaign to move from concept to a nationally recognised campaign supported by Australian families. Your trust in an unproven concept made it possible to build the foundations for this bold, unified approach.

We acknowledge The Wiggles, your creativity and unparalleled reach provided the cultural connection that brought this campaign to life. Thank you for championing fruit and vegetables in such a positive, entertaining and age appropriate way - engaging millions of families and making healthy eating feel fun, familiar and achievable.

Thank you to our retail partners, especially ALDI and Harris Farm Markets for your critical role helping translate awareness into action.

Finally, we are grateful to those Australian families who participated, and shared their behaviours and insights. We know small positive shifts can create real momentum over time.



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