



Provenance storytelling for success

Case Study 2: Pure Gold Pineapples



Created by Honey & Fox Pty Ltd for AgriFutures Australia

Storytelling for agribusiness

This case study is one of a series produced for an AgriFutures project to investigate product provenance storytelling used by agriculture producers and businesses.

In addition to the case studies, a Consumer Trends and Storytelling Technologies report is available analysing existing and emerging options and technologies to support the development and communication of provenance and storytelling.

A storytelling guidebook and useful producer templates to assist with platform selection are also available to help Australian agribusinesses tell their own stories.



Learn more agrifutures.com.au/provenance-storytelling

“You grow a pineapple plant in two years and you just get one pineapple from it.

It’s a labour of love.”

- Joe Craggs, Sales & Marketing Director, Pure Gold Pineapples



Company overview

Pure Gold Pineapples is a brand that represents 22 growers throughout Queensland, most of whom are third generation pineapple farming families.

Pure Gold Pineapples are Queensland based, grown and harvested. They supply fresh produce to retailers, Australian wide, every day of the year.

Location

Queensland

The Pure Gold Pineapple HQ is located in Yeppoon, Queensland with one pineapple shed located also in Yeppoon and the other in Beerwah, Queensland.

3 growing regions: North QLD Cassowary Coast, Central QLD Capricorn Coast, and Southern QLD Sunshine Coast.

Products

Pineapples

Fresh, whole pineapples grown in Queensland.

Sold whole in store.

Supplied all year round.


Other details

Annual turn-over

\$20 million +

Employees

Between 11-100



“Did you know one pineapple takes two years to grow?”

- Joe Craggs, Sales & Marketing Director, Pure Gold Pineapples

The story

To most, pineapple growing, and pineapples are a bit of mystery!

When three Central Queensland farming families got together in 1987, Tropical Pineapples was formed as Australia's first combined pineapple packing and marketing operation. Since then, Tropical Pineapples has led the development in packing, quality assurance, distribution and supply relationships.

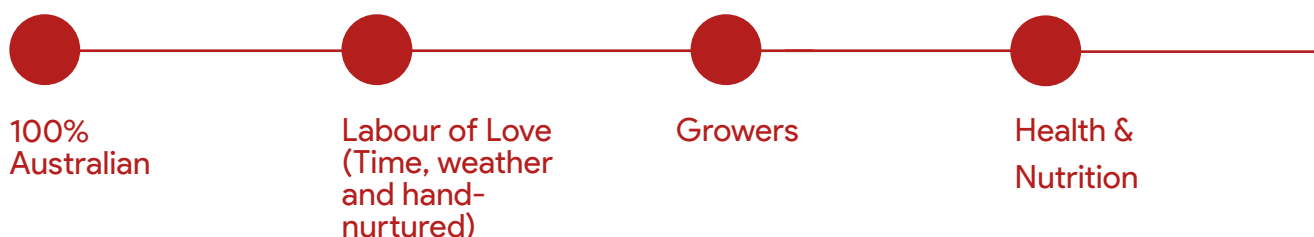
“Pure Gold” by Tropical Pineapples was launched in 2012, and is now stocked by the best retailers across the country. The essence of Pure Gold is freshness, quality, nutrition and consistency.

Not many people know that Australian pineapples generally only grow in Queensland, and they are available all year round. They have unique growing conditions, it takes one pineapple two years to grow, and when it does, it is picked and graded by hand.

Pure Gold Pineapples are focused on telling the story of the pineapple and the grower, because without the farmer, there are no crops. Pineapple growers, most of whom are third generation farming families, work 52 weeks a year to supply fresh pineapples to retailers Australia-wide so they can be bought by the consumers everyday of the year.

The pineapple growers work long days, in the extreme and fluctuating Queensland weather conditions to grow these sweet, juicy fruits. They face floods, droughts and cyclones. Some growers have rebuilt their farms and lives after devastating weather. These conditions also interfere with pineapple growing times, produce amounts and supply. There is a lot to endure to get one beautiful pineapple to market! Looking after the farmer and educating customers and consumers about the growers is an important part of the Pure Gold Pineapple provenance story.

The story elements





“Pineapples grow in the ground – a big, bushy cacti like plant”

- Joe Craggs, Sales & Marketing Director, Pure Gold Pineapples

Investment in Storytelling Assets

Pure Gold Pineapples have made significant investment in their storytelling platforms:

- **Technology investment**
\$20,000 - \$30,000 per annum
- **Marketing and communications staff**
Salary and ongoing costs for 1.5 FTE staff members
- **Consultants/outside experts**
Approximately \$25,000 - \$30,000 per annum
- **Content development (photography, video etc)**
Approximately \$10,000 per annum
- **Training of staff**
\$5,000-\$10,000 per annum

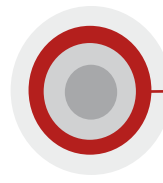
Pure Gold Pineapples utilise their own product as an investment in promotion. They offer them as gifts or to gain promotional access to media, events and the community. Exchanging their pineapples for opportunities to gain brand and story exposure.

Summary



Industry sector

Pineapples (fruit)



Business size

Medium Business
(Between 11-100)



Customers

Retailers - Woolworths, Coles and independent supermarkets

Consumers - even though not sold directly goes through the retailer

Customer segment - females interested in nutrition and mothers interested in providing a healthy and nutritious snack for their children. Boomer couples.

Key markets

Domestic Market

Not currently exporting



Platforms used to tell their story



Social Media



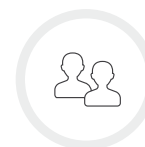
Website



Video



TV Channel



Partnerships

Challenges

Technology issues
impacting customer
communication

Pace of social media
evolving

Time and creativity to
create new content

Business goals

Pure Gold Pineapples are passionate about educating their consumers. Communicating their product and provenance story has resulted in consumers having a good level of understanding about pineapples and strong brand recall.

Pure Gold Pineapples have used storytelling as a way to increase sales and reposition their products. It has played an integral role in assisting them to double their production in the last five years and increase prices.

Pure Gold Pineapples focus on their provenance story to demonstrate to customers how their product is different from others -to differentiate them from their competitors.

Pure Gold Pineapples understand that to leverage opportunities to grow market share with retailers in the domestic market, they must connect with their customers and communicate their product story.

Developing the right platforms to reach their targeted domestic market has enabled Pure Gold Pineapples to gain new customers.

Storytelling has assisted in increasing market share by 15-20% over the last five years.

Pure Gold Pineapples aims to grow the food service sector of their market. It is the same end consumer but a different route to market, and will require different methods to communicate their story. By breaking into this sector they hope to increase product demand and sales.

“People want to know the story behind the product. They are interested in the process of how it is grown and where it is grown.”

- Joe Craggs, Sales & Marketing Director, Pure Gold Pineapples



Get higher prices



Increase in sales



Educate consumers



Differentiate product



Grow market share



Support expansion to new markets

Provenance storytelling platforms



Social Media: Facebook

This is where Pure Gold Pineapple's biggest audience resides, and has been the most effective platform for storytelling for 28-65 year old consumers, mainly female.



Social Media: Instagram:

This platform is where Pure Gold Pineapples connect with a new and younger audience which has been very effective from the company's point of view.

Website

Their website contains brand and grower stories including grower videos. It provides information about the product, nutrition and health, recipes and has a kids sport area including Pineapple TV Channel.



Video

YouTube channel, embedded to website.

This platform features a series called 'Meet the Growers', these focus on Grower stories. Platform also has Pineapple TV.



TV Channel

Pineapple TV is produced by Pure Gold Pineapples to educate and engage Australian families about the nutrition and health benefits of pineapples for children and families.



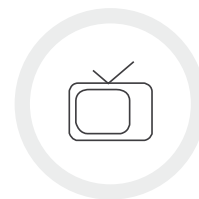
Partnerships

Ian Curley has been a brand ambassador, they have worked collaboratively to build a recipe collection.

Pure Gold Pineapples will continue to look for opportunities to work with people that are inspired about pineapples and QLD provenance to get good exposure.

Platform deep dive

Pineapple TV



Pure Gold Pineapples produce and publish 'Pineapple TV' to engage and educate Australian families. The target audience has mainly been mothers interested in providing a healthy and nutritious snack for their children, as well as promoting pineapple as an excellent half-time sports snack (rather than the traditional snack of oranges!).

'Pineapple TV' acts as a pathway for the target consumer to then seek out further information about pineapples. Such as provenance, how the product is grown and grower stories which can all be found via other Pure Gold Pineapple videos, social media platforms and the website.

This series is available on their website and is also accessible through the YouTube channel.



Pineapple TV Snapshot



Pineapple TV is a collection of fun video stories that aim to educate the consumer in an entertaining, engaging and meaningful way. Each story is less than a minute long and is accompanied by upbeat music.

Stories include "What do Mums think", "Pineapple eating competition", "Choosing pineapples at half time" (in reference to children's sporting activities), "Best when you are on the go" and "Mr Pineapple Man".



Learn more

<https://www.puregoldpineapples.com.au/pineapple-tv>

Pineapple TV is part of a wider initiative to provide interesting content for consumer communication about health. Pure Gold Pineapples also sponsor a variety of local and national sporting activities.

Working with local sporting groups also helps support the local community.

Target audience reached

Consumers - especially the female consumer, mothers and children.

Story elements



Learn more

<https://www.puregoldpineapples.com.au/pineapple-tv>

Impact

Pineapple TV has been effective, mainly through promotion of the platform via Facebook.

Facebook is the most effective platform for sharing this content, targeting Pure Gold Pineapple's largest audience - Australian mums.

Investment

Pineapple TV and the Meet the Growers cost \$40,000.



Platform deep dive

‘Meet the growers’ video series



Pure Gold Pineapples are focused on supporting and telling the stories of their growers. They know that their customers are fascinated by where pineapples come from, how they grow and are harvested, and by the stories of the farmers who dedicate their lives to bringing Australian pineapples to the table.

‘Meet the growers’ introduces the customer to the lives and stories of the growers behind the Pure Gold Pineapple products. This not only creates an emotional connection with the product and people, but reinforces that it is natural, takes time and nurture, and introduces the customer to the passion and hardships endured to bring a pineapple to the consumer, reinforcing the value in this 100% Australian product.



‘Meet the growers’ snapshot

‘Meet the growers’ is a series of YouTube videos that feature on the ‘Our Growers’ page on the Pure Gold Pineapples website.

This series contains 10 videos sharing grower stories.

They are also available on their YouTube and Vimeo channel and are shared on their social media channels.



Learn more

<https://www.puregoldpineapples.com.au/growers>

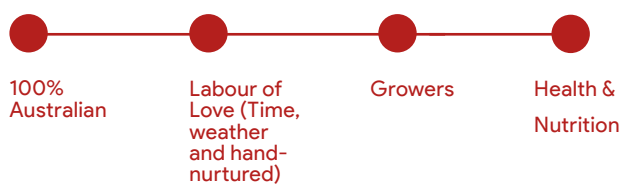
<https://www.youtube.com/user/PineappleKingOfFruit>

Target audience reached

Retailers - Woolworths, Coles and independent supermarkets can use these videos as promotional and educational tools.

Consumers - interested in supporting local farmers and businesses, understanding the source.

Story elements



Impact

Meet the Growers has received excellent engagement and viewing numbers on YouTube.

Pure Gold Pineapples have reported feedback from customers that they are fascinated by how they grow, the time it takes, and the process. They are interested in how they are picked by hand and that there is still a lot of manual labour.

It is difficult to measure direct impact on sales. There has been great viewing and sharing numbers.

Challenges

A challenge with the videos is keeping the filming low key to ensure they capture the real nature of their growers.



Pure Gold Pineapple's Tips for Storytelling



Pure Gold Pineapples believe to tell a good story you must have trust, empathy and believability.



Consumers relate to real life stories and the response can be varied.



The reality is that there is a lot of hard work, and genuine hardship in growing a pineapple crop. Especially dealing with frequent flood, drought or cyclone events during a 2 year crop cycle on the Tropical Queensland coast. This REAL adversity resonates well with consumers and is very compelling. It's not manufactured – it's real!



Pure Gold Pineapples feel there are huge opportunities to use storytelling for consumer education.



Summary

Impact against business goals

For Pure Gold Pineapples, storytelling has helped to double pineapple production, significantly increase market share, explain how their pineapples are

different to other varieties grown and sold, educate the consumer about pineapples in general, increase brand recall and build their customer base.

Goal	Description	Impact (star rating 1-5)
	Increase sales	★★★★★
	Differentiate product	★★★★★
	Support expansion to new markets	★★★☆☆
	Grow market share	★★★★★
	Grow the food service sector as a customer	★★★☆☆
	Educate consumers	★★★★★






★ Low to no impact	★★ OK impact	★★★ Medium impact	★★★★ Valuable impact	★★★★★ High impact
-----------------------	-----------------	----------------------	-------------------------	----------------------

Summary

Platform effectiveness

Pure Gold Pineapple's most effective platform with the highest audience is their Facebook social media platform. Their website has also been an effective storytelling tool and serves as the hub for their other platforms, like videos and Pineapple TV.

They have invested in their website platform for over 10 years now, revising it every 3 or 4 years to keep it relevant. Pure Gold Pineapples rely on their range of platforms working together to reach different demographics.

Platform	Description	Impact (star rating 1-5)
	Website	★ ★ ★ ★ ☆
	Facebook social media	★ ★ ★ ★ ★
	Instagram social media	★ ★ ★ ★ ☆
	Youtube	★ ★ ★ ☆ ☆
	Pineapple TV	★ ★ ★ ☆ ☆



Low to no
impact



OK impact



Medium
impact



Valuable
impact



High
impact

Future plans

Pure Gold Pineapples will either maintain or increase their investment in storytelling because the value and return on investment has been demonstrated.

Activities that will increase will be staff training and activities that will maintain the same level of engagement. Investment will be in technology, marketing and communications staff levels and content development (photography, video etc.).

However, the use of consultants/outside experts will decrease due to building capacity and educating existing staff in-house.

Pure Gold Pineapples are always looking for new platforms to reach their audience, they are interested in looking at live streaming on the farms, and there is a potential that they could use VR or AR in the future, but will continue to maintain their current platforms and build their story.

Thanks to Pure Gold Pineapple and Joe Craggs (Sales and Marketing Director) and Emily Hutton (Marketing Coordinator) for their time and contribution to this case study.

All images in this document are provided by Pure Gold Pineapples and photographer Cam Greenwood.

More information

More information about storytelling and a step by step guide to help producers tell their 'Story For Success' is available on the AgriFutures website agrifutures.com.au/provenance-storytelling

This case study can be viewed at:
agrifutures.com.au/pure-gold-pineapples

© 2020 AgriFutures Australia
All rights reserved.

'Provenance storytelling for success: Case study 2: Pure Gold Pineapples'
AgriFutures Australia Publication No. 19-066
ISBN 978-1-76053-074-7
AgriFutures Australia Project No. PRJ-011998

The information contained in this publication is intended for general use to assist public knowledge and discussion and to help improve the development of sustainable regions. You must not rely on any information contained in this publication without taking specialist advice relevant to your particular circumstances.

While reasonable care has been taken in preparing this publication to ensure that information is true and correct, the Commonwealth of Australia gives no assurance as to the accuracy of any information in this publication.

The Commonwealth of Australia, AgriFutures Australia, the authors or contributors expressly disclaim, to the maximum extent permitted by law, all responsibility and liability to any person, arising directly or indirectly from any act or omission, or for any consequences of any such act or omission, made in reliance on the contents of this publication, whether or not caused by any negligence on the part of the Commonwealth of Australia, AgriFutures Australia, the authors or contributors.

The Commonwealth of Australia does not necessarily endorse the views in this publication.

This publication is copyright. Apart from any use as permitted under the Copyright Act 1968, all other rights are reserved. However, wide dissemination is encouraged. Requests and inquiries concerning reproduction and rights should be addressed to AgriFutures Australia

Authors:

Jayne Gallagher, Helen Johnston, Emily Mantilla, Genevieve Drury

Correspondence:

Jayne Gallagher, Honey and Fox Pty Ltd
Email: team@honeyandfox.com.au

In submitting this report, the researcher has agreed to AgriFutures Australia publishing this material in its edited form.

AgriFutures Australia Contact Details:

Building 007, Tooma Way, Charles Sturt University, Locked Bag 588
Wagga Wagga NSW 2650

02 6923 6900
info@agrifutures.com.au
www.agrifutures.com.au

Electronically published by AgriFutures Australia at www.agrifutures.com.au in February 2020.

AgriFutures Australia is the new trading name for Rural Industries Research & Development Corporation (RIRDC), a statutory authority of the Federal Government established by the Primary Industries Research and Development Act 1989.

Researcher Contact Details

Honey and Fox Pty Ltd
Queensland 4157
www.honeyandfox.com.au

In submitting this report, the researcher has agreed to AgriFutures Australia publishing this material in its edited form.

AgriFutures Australia Contact Details

Building 007, Tooma Way
Charles Sturt University
Locked Bag 588
Wagga Wagga NSW 2650
02 6923 6900
info@agrifutures.com.au
www.agrifutures.com.au