

## Understanding Harvest to Home | Information for Growers

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### Project Snapshot

Harvest to Home is an online dashboard housing Nielsen category reports. Available to all, these reports show data on key metrics including but not limited to sales and volume growth, household buying behaviour and relevant commentary – all written in easy to understand language.

To access these reports, visit [www.harvesttohome.net.au](http://www.harvesttohome.net.au).

By clicking the 'printer' icon next to the category name, you can easily download a PDF of the latest reports. You can also use the tabs at the top of the home page to navigate to even more consumer data, ensuring that your specific industry is selected at the top right on each page.

This is a multi-industry project, funded through R&D for each participating industry. It includes creating and acquiring data and new knowledge through research and analysis. The project outputs are also available to build capacity within industry; to better understand household purchase trends. This investment does not include any marketing, but the data and insights generated are used to inform strategic marketing decisions and monitor marketing activities.

This data is available to everyone, and growers can utilise this to understand industry insights and opportunities which can be amplified through their own businesses and commercial conversations. No password access is required, making it more accessible to a greater number of growers. The data and insights generated through the project are also an important data source for Strategic Investment Plan monitoring and evaluation (M&E).

### More about Nielsen Homescan:

The latest Nielsen Homescan data and customised attitudinal data for participating industries is housed on Harvest to Home. This data offers insights into consumer buying behaviour and thinking from a panel of 10,000 Australian consumers who statistically represent the Australian population.

This data is used to track each industry in terms of sales (\$) and volume (kg) change over time to enable us to understand opportunities and changes in the market, as well as behaviour, usage & attitudes. Each industry is tracked against a 'competitive set' to see how the category is performing against other similar categories.

Nielsen Homescan covers consumption in the home only. It does not include purchases for consumer use elsewhere or even food consumed in the car on the way home; nor does it include purchases for foodservice (cafes, restaurants etc) even if purchased at a supermarket.

The project tracks reported household consumption behaviour – who, what and where. This includes household penetration (how many Australian households are buying your product), average weight of purchase, number of shopping trips, who is buying and more. It also tracks share by retailer; a simplified version of this is shown on the portal, a detailed breakdown is available upon request by levy payers.