



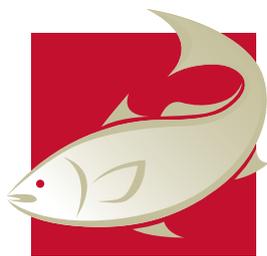
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Supermarket and media audit

of health messages relating to seafood
April 2009



AUSTRALIAN
SEAFOOD
COOPERATIVE
RESEARCH CENTRE



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Supermarket and media audit of health messages relating to seafood

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Government of Western Australia
Department of Commerce



Executive summary

A supermarket audit was conducted to observe any health messages available to consumers that were being displayed near seafood products. Other messages displayed near seafood and other foods were also recorded. Forty three retailers were visited during January of 2009. In addition, a brief media scan covering the six months leading up to the audit was also conducted to identify other seafood related health messages that consumers were exposed to.

Key findings from the audit included:

- Of the 43 retailers visited, 13 (30%) displayed some kind of health message.
- Twenty health messages were identified.
- Half of the messages (n=10) described specific benefits of seafood or fish consumption.
- Most retailers (91%) displayed some kind of non-health related message near seafood products.
- Meat products were linked to barbeques and Australia Day more often than seafood; however seafood was linked to health more often than meat or poultry products.
- Fish oil products promoted the specific benefits of Omega 3 intake.
- Media articles contain information on the health benefits of seafood, but this information was sometimes conflicting or confusing.

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Introduction

A brief observational supermarket audit was conducted to determine what, if any, health messages were being displayed near seafood products on supermarket shelves. A research assistant visited a total of 18 shopping districts during January 2009 to record the number and type of health messages that were available for consumers, as well as other messages displayed near fish and seafood products. Messages displayed near meat and poultry products were also recorded. In addition, a brief literature search was conducted to determine what seafood related health messages had appeared in locally available print media in the six months prior to the supermarket audit (1 July 2008 to 31 Dec 2008).



Supermarket audit

2.1 Methods and sample

Using data from the Australian Bureau of Statistics, a sample of eight shopping centres were selected, four from economically 'advantaged' suburbs and four from 'disadvantaged' (n=4) suburbs. These suburbs were then mapped, and using visual representation a further ten shopping centres were chosen from other Perth metropolitan suburbs (See Figure 1). These centres were grouped geographically and a schedule was developed to ensure efficiency.

The types of retailers visited were categorised into three groups. Large supermarkets such as Coles or Woolworths were grouped as 'majors'. Large independent retailers, such as Supa IGA or Farmer Jack's, were grouped as 'independents'. Fish outlets (stores that sold only fish and seafood products) were grouped as 'fish retailers'.

2.2 Audit instrument

Prior to conducting the supermarket audits, a brief audit questionnaire was developed to record any health messages displayed near fish or seafood products, as well as any other messages displayed near fish or seafood products. Where available the price of a pre-determined selection of Australian seafood was also recorded.



Figure 1
Audited locations in Perth Metropolitan Area

Results

3.1 Demographics

A total of 18 shopping districts were visited resulting in 43 retailer audits. Of these, 28 retailers were major supermarkets, five were independent supermarkets, and 10 were fish retailers.

3.2 Health messages

Of the 43 outlets audited, 30% (n=13) displayed some kind of health message near fish or seafood products. Of these 13 outlets, one was a major supermarket, four were independent supermarkets and eight were fish retailers.

There were 20 health messages relating to fish or seafood products observed (see Tables 1-4). Of the 20 messages, almost half (n=9) described specific health benefits linked to Omega 3 consumption. A further four messages referred to Omega 3 without being specific about health benefits associated with consumption. Six messages made reference to fish or seafood being a healthy food choice, and one resource linked fish consumption to specific health benefits. These messages included information such as:

- 'It is now well established that, in general, people who eat fish regularly live longer, healthier lives.' (Major)
- 'Fresh oily fish is associated with reduced asthma risk in children.' (Fish retailer)
- 'Look after your health and treat your tastebuds with these quick and easy recipes' (Fish retailer)
- 'Omega 3 helps prevent coronary heart disease, high blood pressure, rheumatoid arthritis and other disorders.' (Fish retailer)
- 'Seafood is an important part of a healthy diet and becoming the food of choice for the health conscious.' (Fish retailer, major)
- 'Omega 3's are essential to life and good health. Important for the brain and nervous system. Hence fish really is brain food.' (Fish retailer, major)

Other, more generic health messages included:

- 'Healthy heart needs fish' (Fish retailer)
- 'Live Longer Eat Seafood' (Fish retailer)
- 'Large serves of chicken, pork and fish are a great alternative to red meat' (Independent)
- 'Seafood! Eat your way to better health with Omega 3' (Fish retailer)

Results

Table 1. Health messages relating to fish/seafood - Specific benefits of fish (SBS)

| Product | Source | Health Message | Format /Placement | Can be taken away | Locations | Rating |
|-----------|--|---|---|-------------------|-----------|--------|
| Basa Fish | Seafood Importers Association of Australia | Basa is high in protein and low in fat. In general, those who consume fish on a regular basis live longer and healthier lives. The Heart Foundation recommends two servings of fish per week. | Pamphlet (includes recipe) /Deli counter | Yes | 1 (Major) | SBS |

Table 2. Health messages relating to fish/seafood - General benefits of Fish (GBS)

| Product | Source | Health Message | Format /Placement | Can be taken away | Locations | Rating |
|---------------------------|-----------------------------|--|--|-------------------|-------------------|--------|
| Tasmanian Pacific Oysters | TASEA | Oysters offer great nutritional value – less fat and calories than most other animal products. Compared to other protein sources oysters have high levels of essential minerals. | Pamphlet /Checkout | Yes | 1 (Fish retailer) | GBS |
| Fish/seafood | Retailer's own | 'Healthy for you: Fresh Fish and Seafood' | Store Signage /Sausages | No | 1 (Ind.) | GBS |
| Fish/seafood | Handmade | 'Healthy heart needs fish' | Handmade sign /On counter, near scales | No | 1 (Fish retailer) | GBS |
| Fish/seafood | WA Fishing Industry Council | 'Live Longer Eat Seafood' | Poster /On wall, near counters | No | 3 (Fish retailer) | GBS |
| Fish | Unknown | 'Large serves of chicken, pork and fish are a great alternative to red meat' | Large sticker /Fish counter | No | 1 (Ind.) | GBS |
| Fish | Retailer's own | Eat fish.... Stay healthy | Large sign /Outside shop | No | 1 (Fish retailer) | GBS |

Results

Table 3. Health messages relating to fish/seafood - Specific benefits of Omega 3 (SBO)

| Product | Source | Health Message | Format / Placement | Can be taken away | Locations | Rating |
|---------------|---|---|--|-------------------|-----------------------------|--------|
| Salmon | Tasmanian Salmon | 'Healthy Fast Food', 'Healthy meal ideas' – recipes. A circle with a tick inside states that Tasmanian Salmon is rich in Omega 3s. | Recipe card /Counter | Yes | 1 (Fish retailer) | SBO |
| Salmon | Tasmanian Salmon | 'Easy Does it Summer' - States that Omega 3 helps prevent coronary heart disease, arthritis and other disorders, and that salmon contains 10 to 100 times greater levels of Omega 3 than chicken or lamb. | Pamphlet /Counter | Yes | 1 (Fish retailer) | SBO |
| Salmon | Huon Aquaculture Group | 'Deliciously Healthy – Omega 3's': recipe pamphlet. The pamphlet states that salmon is full of Omega 3 which helps prevent high blood pressure. | Pamphlet /Counter | Yes | 1 (Fish retailer) | SBO |
| Salmon | Huon Aquaculture Group | 'Taste Tasmanian Salmon' – recipes. States that Omega 3 helps prevent coronary heart disease, rheumatoid arthritis and other disorders, and that salmon contains 10 to 100 times greater levels of Omega 3 than chicken or lamb. | Pamphlet /Counter | Yes | 1 (Fish retailer) | SBO |
| Oily fish | The Master Fish Merchants Association of Australia | 'Fresh oily fish is associated with reduced asthma risk in children' – reporting on findings from a study which shows that oily fish reduces asthma risk in children (however not canned or oily fish). The pamphlet gives some brief asthma statistics and describes which fish are oily fish. | Pamphlet /Checkout, wall | Yes | 1 (Fish retailer) | SBO |
| Fish/ seafood | CSIRO, Fisheries Research and Development Corporation, The Master Fish Merchants Assn. of NSW | Health benefits of Omega 3 – help prevent coronary heart disease, high blood pressure and rheumatoid arthritis, may also be beneficial for the infant brain and retina function sand development. List of levels of Omega 3 found in foods, with fish at the top of the list (no specific fish named). | Pamphlet /Checkout, wall | Yes | 1 (Fish retailer) | SBO |
| Fish/ seafood | Australian Seafood Industry Council/ Australian Government Fisheries Research and Development Corporation | 'What's so Healthy About Seafood?' - A number of seafood health benefits outlined. Seafood is low in kilojoules, saturated fats and cholesterol, and high in Omega fats, vitamins and minerals. Omega fats are described as being important for health and life. Omega 3 is described as being vital during pregnancy for foetal brain development and vision, as well as maintaining a healthy heart and immune system. Omega 3 has been shown to benefit conditions such as diabetes, some cancers, childhood asthma, obesity and arthritis. The Australian Dietary Guidelines advise the consumption of 1-2 fish based meals a week. | Pamphlet / Refrigerated fish/ Shop counter | Yes | 4 (3 Fish retailer, 1 ind.) | SBO |
| Fish/ seafood | Retailer's own | Information on beneficial oils. | Touch scrn. info kiosk /Set in wall | No | 1 (Fish retailer) | SBO |
| Fish/ seafood | The West Australian Newspaper | Newspaper article on health benefits of Omega 3. Research has shown that Australians are not eating enough. They are essential to keep the eyes, brain and heart in good health. | Article cut out from newspaper /Wall near checkout | No | 1 (Fish retailer) | SBO |

Results

Table 4. Health messages relating to fish/seafood - General benefits of Omega (GBO)

| Product | Source | Health Message | Format / Placement | Can be taken away | Locations | Rating |
|---|---|---|---|-------------------|------------------------------|--------|
| Salmon | Huon Aquaculture Group | 'Summer recipes' no. 5 – 8. States that salmon and trout are a rich source of Omega 3, which make them a healthy choice. | Pamphlet /Refrigerated fish/Checkout | Yes | 4 (3 fish retailers, 1 ind.) | GBO |
| Fish/ seafood | Australian Seafood Industry Council/ Australian Government Fisheries Research and Development Corporation | 'What's so great about seafood?' – How to purchase and prepare seafood. Offers information on the best way to cook seafood to maintain health benefits and minimise Omega 3 losses. Also states that cooking seafood with herbs may also benefit health, as they may act as an antioxidant. | Pamphlet /Checkout | Yes | 2 (2 fish retailer) | GBO |
| Fish/ seafood /Refrigerated fish/Checkout | Retailer's own | Omega 3 content of fish/seafood is contained in each fish's 'profile'. | Small laminated card /Refrigerated fish | No | 3 (2 fish retailer, 1 ind.) | GBO |
| Fish/ seafood | Master Fish Merchant's Association of Australia | 'Seafood! Eat your way to better health with Omega 3' – recipes. | Recipe cards /On wall, near fridges | Yes | 1 (Fish retailer) | GBO |



Figure 2
A seafood health message placed near meat products

Results

3.3 Other messages

Of the 43 retailers audited, 91% (n=39) displayed a non-health related message near fish or seafood products. Of that 39, 26 retailers (67%) were major supermarkets, nine were fish retailers (23%) and four (10%) were independent supermarkets. There were 32 seafood related messages and seven non-seafood related messages.

3.3.1 Seafood related messages

3.3.1.1 Retailer's promotions

Of the 32 seafood related messages, 12 were promotions or messages placed by the retailer. The most commonly occurring seafood related message was generic signage or images designed to promote seafood (n=16 retailers). These included pictures such as cooked salmon or prawns. A further eight retailers displayed other generic fish or seafood images; however these were branded with the retailer's slogan. Six retailers promoted fish or seafood specials with signage. Three retailers linked fish or seafood items with Australia day by displaying banners or flags near these items. Only one message promoted a specific branded product (see Table 5).

3.3.1.2 Industry promotions

A further nine messages were produced by industry related sources. These messages varied, but included promotions of specific products, and recipes which used seafood products (see Table 6).

3.3.1.3 Fish/seafood products

Nine messages related to the promotion of specific fish or seafood products, and were produced either by retailers or fish/seafood companies. The most common of these messages was produced by 'John West' (see Table 7).

3.3.1.4 Other

There were two other messages displayed near fish products - one was produced by an animal rights group, and the other was a newspaper feature which included seafood recipes (see Table 8).

Results

3.3 Other messages (contd.)

3.3.2 Non-seafood related messages

Of the seven non-seafood related messages displayed near fish or seafood products, all were most likely placed by the retailer. The range of products promoted included petrol, credit cards and deli products and services. There were also several warning messages, reminding customers to watch their belongings or to be aware of security cameras in the area (see Table 9).



Figure 3
An example of Australia Day promotional materials placed near meat products.

Results

Table 5. Seafood Related Messages – Retailer Promotions

| Product | Source | Message | Format /Placement | Can be taken away | Locations |
|--------------------------------|---|---|---|-------------------|--|
| Sealords tempura battered noki | Australian Good Taste Magazine (Woolworths) | Product of the Month – win a \$300 gift card | Shelf tag /Frozen fish | No | 1 (Major) |
| Nannygai/ Rock lobster | Action | 10 delicious ways to prepare... | Pamphlet /Near counter | Yes | 1 (Ind.) |
| Salmon | Retailer's own | Did you know that 100% of our fresh Salmon is sourced from Tasmania | A4 placard /On counter | No | 1 (Major) |
| Fish/seafood | Retailer's own | Specials - Advertising specific fish/ seafood items (5)/or general seafood (2) | Signage /Deli (5)/Frozen fish (2) | No | 6 (Major) |
| Fish/seafood | Retailer's own | Australia Day & seafood | Banners and flags (2)/ Images on TV (1) /Smoked salmon(1)/Deli (1)/Middle of shop | No | 3 (2 major, 1 ind.) |
| Fish/seafood | Retailer's own | Live Well Spend Less - Images of prawns (4)/Tuna and tomato salad (7) | Posters (4)/Shelf Tag (7)/ Wall, deli counter (4)/ Canned fish (7) | No | 8 (major) |
| Fish service | Retailer's own | We clean, scale and fillet your fish free of charge | A4Poster /Fish counter, on wall | No | 2 (Ind.) |
| Fish/seafood | Retailer's own | All whole fish and local prawns caught in Australian waters | A4 Poster /Fish counter, on wall | No | 2 (Ind.) |
| Fish/seafood | Usually retailers' own | Signage/generic images of fish/seafood | Sign/Poster /Wall behind Deli counter/ Wall behind fish counter | No | 16 (13 major, 3 ind., 2 fish retailer) |
| Seafood | Retailer's own | Generic signage – Seafood season (1)'/Salmon - Aussie seafood' (1)/ Seafood and salad with your BBQ (1) | Shelf tag/small sign /Smoked salmon (1)/ Deli counter (2) | No | 3 (Major) |
| Seafood | Retailer's own | Generic signage – 'Live well spend less' (1)'/Seafood made simple'(2) | Sticker strip /Deli counter/Frozen seafood | No | 3 (Major) |
| Fish | Retailer's own | Live Well Spend Less - Tangy fish salad recipe | Recipe card (2)/ placard with recipe (3) /Deli counter | Yes | 5 (Major) |

Results

Table 6. Seafood Related Messages - Industry Promotions

| Product | Source | Message | Format /Placement | Can be taken away | Locations |
|---------------|--|---|--|-------------------|--------------------------------------|
| Fish/ seafood | WA Government Department of Agriculture and Food | Buy West Eat Best | Shelf tag /Fish counter | No | 1 (Fish retailer) |
| Fish/ seafood | Catalano's Seafood Secrets | Promotional material: Meal Matrix – a better way to seafood/Now you will seafood in a different way | Booklet/pamphlet/Near refrigerated fish/Store counter | Yes | 3 (1 fish retailer, 1 ind.) |
| n/a | Seafoodlovers.com.au – WA Fishing Industry Council | Join Seafood Lovers – win a Kailis pearl necklace competition | Comp./membership box & comp./ membership form / Fish counter | Yes | 4 (4 ind.) |
| n/a | Australian Seafood Industry | Australian Seafood Industry 2005 Business of the Year | Poster /Wall behind counter | No | 1 (1 ind.) |
| Crabs | Kimberley Crabs | Kimberley Crabs | Poster | No | 1 (Fish retailer) |
| Prawns | Unknown | Prawn cooking tips/Why import prawns? | A4 placard /Deli counter | No | 3 (Major) |
| Prawns | Wild Banana Prawns | Prawn Recipes | Recipe card (1)/Poster(1) / Counter (1)/Wall (1) | Yes | 1 (Fish retailer) |
| Fish/ seafood | WA Fishing Industry Council | Recipes | Recipe Card (4)/Pamphlet (1) /Near counter/ Refrigerated fish/ | Yes | 5 (1 major, 1 ind., 3 fish retailer) |
| Fish/ seafood | Seafood Services Australia | Approved Fish Names - Fish Names Brand Scheme | Pamphlet (2)/Leaflet (2) / Near counter | Yes | 2 (2 fish retailer) |



Results

Table 7. Seafood Related Messages - Fish/seafood products

| Product | Source | Message | Format /Placement | Can be taken away | Locations |
|---------------------------------|---------------------------|--|-----------------------------------|-------------------|-------------------|
| John West fish/seafood products | John West | John West.... The Best | Shelf strip /Refrigerated fish | No | 7 (Major) |
| I&J Seafood Platter | I&J | 'Nibble on something different' | Small poster /Frozen fish | No | 2 (Major) |
| Rock Lobster | Kailis/Buy West Eat Best | WA Rock Lobster – whole, fresh, cooked | A4 placard /On counter | No | 1 (Major) |
| Salmon | Huon aquaculture group | Huon salmon sold here | Poster/Placard /Wall/Fish counter | No | 1 (Fish retailer) |
| Smoked salmon | Huon aquaculture group | Huon smoked salmon – new pack | Shelf tag /Smoked salmon | No | 1 (Fish retailer) |
| Trout | Retailer's own | Tasmanian Ocean Trout | A4 placard /Fish counter | No | 1 (Ind.) |
| Blue Crabs | Unknown | True Blue Taste Crabs | Poster /Behind fish counter | No | 1 (Fish retailer) |
| Canned salmon | John West | 'New salmon tempters' | Shelf tag /Canned fish | No | 1 (Major) |
| Seafood | Nor-West Seafoods Pty Ltd | Ocean caught sea foods info + recipes | Pamphlet /Near counter | Yes | 1 (Ind.) |

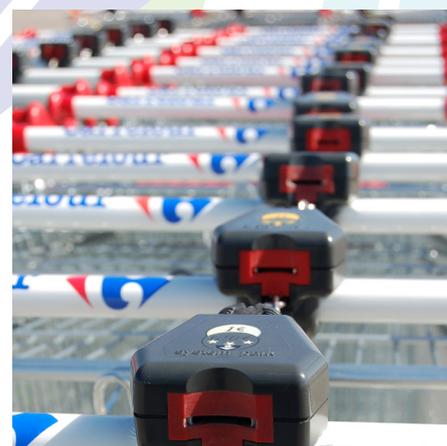
Table 8. Seafood Related Messages - Other

| Product | Source | Message | Format /Placement | Can be taken away | Locations |
|---------------|-------------------------------|------------------------------------|------------------------------------|-------------------|-----------|
| Fish/ seafood | PETA 2 | Fish are friends not food: Go Veg! | Small sticker /On overhead signage | No | 1 (Major) |
| Fish/ seafood | The West Australian Newspaper | Fish and seafood recipes | Newspaper pages /Near counter | No | 1 (Ind.) |

Results

Table 9. Non-Seafood Related

| Product | Source | Message | Format /Placement | Can be taken away | Locations |
|------------------------|--------------------------|--|--|-------------------|---------------------|
| Petrol | Retailer's own | Spend \$25 save 4c on petrol | Shelf tag /Canned fish | No | 1 (Ind.) |
| Woolworths Credit Card | Woolworths | Advertisement | Shelf tag /Frozen fish (1)/Canned fish (3)/Refrigerated Fish (1) | No | 4 (Major) |
| Deli products | Retailer's own | 'Easy entertaining' – recipes | Booklet /Deli counter | Yes | 2 (Major) |
| Deli products | Retailer's own | Order platters here/platter order forms (2)/Entertain without lifting a finger | Deli /Poster (2)/Sign/Booklet (2) | Booklets – yes | 4 (Major) |
| n/a | Retailer's own | New – Give it a go | Shelf tag /Canned fish (4)/Frozen fish (1) | No | 4 (Major) |
| n/a | Probably retailer's own. | Shopper warnings: Stealing is a crime; offenders will be prosecuted (3)/ Please do not leave valuables unattended in your shopping trolley (1) | Shelf tag (3)/handmade sign (1) /Frozen fish (2)/ Canned fish (1)/ Refrigerated Fish (1) | No | 4 (3 major, 1 ind.) |
| n/a | Retailer's own | 200% Tablefresh quality guarantee | Sign /Near fish counter | No | 1 (Ind.) |



Results

3.4 Fish oil products

The audit also included a review of resources available near the nutritional supplements. One company produced three resources which contained information on the health benefits of fish oil and Omega 3 and other minerals which occur naturally in seafood, such as iodine and selenium. One resource in particular highlighted the benefits of using a fish oil supplement, as well as outlining the health benefits of Omega 3. A health food store was also visited. Resources were available in printed form, as was a poster outlining some health benefits of Omega 3 fish oil tablets.

3.5 Cooking demonstrations

A total of five outlets were conducting food or cooking demonstrations at the time of the audit. Three of these were major supermarkets, one was an independent supermarket and one was a fish retailer. Three of the demonstrations involved seafood products. The seafood products were shark (n=1), golden trevally (n=1) and salmon (n=1).

3.6 Other foods

Sixty seven percent of outlets (n=29) displayed prominent messages near meat or poultry products. Of those 29, 24 outlets were major supermarkets and five were independent supermarkets. The types of message varied by retailer. As with the seafood messages, some were specifically promoting a certain food product, and other messages bore no relation to the product they were placed near.

In particular, certain brands or products were promoted at particular outlets. In addition, outlets also promoted certain items with their own branding, for example, meat for Australia Day. Another common message was the 'Buy West Eat Best' campaign, observed at 10 outlets.

Findings are presented in Tables 10 to 12.

Results

Table 10. Messages near other foods – Coles

| Product | Source | Message | Materials used | Locations observed |
|-------------|------------------------------|--|-------------------------------------|----------------------------------|
| Chicken | Mt Barker Free Range Chicken | 'Taste the Difference' | Shelf strip, shelf tags and posters | 10 |
| BBQ chicken | Coles | Live well spend less | Shelf tag | 1 |
| Meat | Coles/Buy West Eat Best | Coles supports 'Buy West Eat Best' and so can you. Look for the Buy West Eat Best sticker on our meat products | Shelf tag | 2 |
| Pork | Australian Pork | Pork BBQ sizzle all summer long | A4 poster | 1 |
| Lamb | Unknown | Hottest summer BBQ sizzle with lamb BBQ lamb recipe | A4 poster, shelf tag, recipe card | 1 |
| Meat | Coles | Live Well Spend Less | Recipe cards | Chicken 3, Lamb 5, Steak 3 |
| Meat | Coles | You'll love Coles Best Value Every Day You'll love Coles, love the quality, love the price tags | Shelf tags | 2 |
| Meat | Coles | Great Aussie BBQ | Shelf tags & shelf strip | 5 |
| Meat | Coles | Australia day | Flags, banners Merchandise | 3 1 |
| Meat | Coles | New, give it a go | Shelf tags | 2 |
| Deli | Coles | Live Well Spend Less | Posters | |

Table 11. Messages near other foods - Woolworths

| Product | Source | Message | Materials used | Locations observed |
|---------|----------------------------------|--|---------------------------------------|--------------------|
| Chicken | Woolworths | Great range to choose from | Generic signage – laminated cardboard | 1 |
| Pork | Woolworths (Good Taste Magazine) | Australian Good Taste Product of the Month – Win a BBQ competition | Shelf tag & conditions of entry form | 7 |
| Lamb | Meat and Livestock Australia | Serve Lamb This Australia Day | Shelf tags | 6 |
| Lamb | Woolworths | Serve Lamb for Australia Day | Generic signage – laminated cardboard | 1 |
| Lamb | Woolworths | Lamb is in the air | Recipe card | 1 |
| Steak | Woolworths | Pan to plate in 60 seconds | Recipe Card | 2 |
| Meat | Woolworths/ Buy West Eat Best | Buy West Eat Best, Supporting WA Grown meat for over 20 years/ Woolworths supports WA Grown Meat | Shelf tags | 7 |
| Meat | Woolworths | BBQ Season, BBQ ideas, Webber ideas, don't forget your snags, Great for BBQ, 20% off mince | Generic signage – laminated cardboard | 3 |
| Meat | Woolworths | Low prices | Shelf tag | 1 |
| | Woolworths | Credit Card promotion | Shelf tags | 2 |

Results

Table 12. Messages near other foods – Independent

| Product | Source | Message | Materials used | Locations observed |
|---------|------------------------------|--|------------------------------------|--------------------|
| Chicken | Steggles | Chicken rules the roost | Poster & Pamphlet Shelving | 2 |
| | | Health Tasty Chicken | | 3 |
| Chicken | Mt Barker Free Range Chicken | 'Taste the Difference' | Shelf strip, shelf tags and poster | 1 |
| Beef | Ind. | Kids love beef | Shelf tags and shelf strip | 2 |
| Lamb | WA Q Lamb | Lean, tender, tasty and succulent | Shelf tag & shelf strip Poster | 2 |
| | | WA's best lamb all year round, guaranteed | | 1 |
| Lamb | Meat and Livestock Australia | Be like Sam, Serve Lamb | Poster | 1 |
| Pork | Australian Pork | Select WA pork, taste the WA difference | Shelf tag Pamphlet | 3 |
| | | Pork the summer change your BBQ has been waiting for | | 1 |
| | | Easy peasy juicy tender pork | | |
| | | Pork, as lean as skinless chicken – a lean choice (2) A guide to roast ham and pork this Christmas – recipes and cooking tips | | |
| Meat | Generic Signage | Various meat messages | Various signage, shelf strip | 2 |
| Meat | Buy West Eat Best | Buy West Eat Best: Fresh from the Southwest | Shelf tag | 1 |
| Meat | Unknown | Large serves of chicken, pork and fish are a great alternative to red meat | | |
| Deli | Ind. | Australia day | Flags and banners | 1 |
| Deli | Ind. | Win a fridge/gift voucher | Poster, banner, shelf tags | 1 |
| | | Stealing is a crime, offenders will be prosecuted | Shelf tag | 2 |
| | Ind. | Spend \$25 save 4c on petrol | Shelf tag | 1 |
| | Ind. | 200% Tablefresh guarantee | Sign | 2 |
| | Ind. | Buy me – contribute to the IGA community chest (5c from each purchase) | Shelf tag | 1 |

Results

3.7 Price comparison

Where possible, prices were recorded for Australian salmon, Australian mussels and Australian prawns. Results are presented in Table 13.

| | Salmon | Prawns – Banana | Prawns – Tiger | Prawns – King | Mussels |
|-------------------------|---|-------------------|-------------------|-------------------|-----------------|
| Supermarket | \$27.90 (skin off) - \$34.98 (skin on) | \$13.88 – \$20.99 | \$22.88 – \$30.99 | \$22.49 – \$24.99 | \$5.99 – \$7.99 |
| Independent Supermarket | n/a | \$17.99 | \$26.95 – \$38.99 | n/a | \$4.99 – \$5.99 |
| Fish retailer | \$23.99 – \$39.99 | n/a | \$18.99 – \$36.95 | \$35.99 | \$5.95 – \$5.99 |



Fresh Atlantic Salmon Fillets

Skin On

\$28⁹⁵ per kg

\$28.95 per kg

Tasmanian Farmed Seafood

PRODUCT OF AUSTRALIA

Media review

4.1 Methods

The Factiva database was searched for articles that appeared in 'The West Australian' (TWA), 'Sunday Times' (ST) or 'The Australian' (TA) newspapers between 1st July 2008 and 31st December 2008 containing the term 'seafood or fish'. The search retrieved 244 matches, with 11 articles related to health risks and benefits associated with seafood (in general or a specific variety/species).

The same newspapers were searched for articles containing the term 'Omega 3'. A total of 22 articles were retrieved, 18 of which related to health.

4.2 Results

4.2.1 Risks/Negative messages

- Fish farmed in China may contain melamine. (TWA)
- Eczema sufferers should avoid seafood, as these may be reactive. (TWA)
- Esperance shellfish may be contaminated with lead. A Conservation Council spokesman is concerned contamination may have spread to other seafood. The Health Department stated that it had a longstanding warning against people eating shellfish collected in developed areas. (1xTA, 1xTWA)
- Hemp oils contain a better balance of fatty acids than fish oil. (TWA)
- Fish at seafood van at Royal Show is cooked in vegetable oil – which contains essential Omega 3 fatty acids. (TWA)
- Children may be deficient in Omega 3. (TWA)

4.2.2 Benefits/Positive messages

- A low GI diet which includes seafood may reduce acne. (1xTWA, 1x ST)
- Fish oil (in combination with other ingredients) is recommended for babies delivered by caesarean section to prevent eczema. (TWA)
- Seafood Lovers website article - states that people at risk from health problems such as heart disease, rheumatoid arthritis, diabetes, obesity and hypertension could benefit from eating seafood. (TWA)
- Diabetes Australia recommends seafood as a source of dietary protein for diabetics. (TWA)



Media review

4.2 Results (contd.)

4.2.2 Benefits/Positive messages

- Maintaining a traditional diet, which could include seafood, may reduce heart disease and diabetes in Australian Aboriginals. (TWA)
- Seafood is a source of iodine, which is good for the thyroid. (3xTWA)
- Omega 3 will reduce the body's level of reactivity to allergens. (TWA)
- For general health, two 1000mg capsules of Omega 3 supplements once a day will suit most people. (TWA)
- Omega 3 was suggested as part of a remedy for blepharitis. (TWA)
- Fish and Omega 3 fatty acids named as 'superfoods' by The CSIRO Healthy Heart Program. (ST)
- Health experts urge more consumption of the essential fatty acids, Omega-3, after preliminary research found Australians are not consuming enough of the oils, putting them at a higher risk of heart disease. The Omega-3 index is a biomarker for heart disease. Omega 3 will protect against heart disease. National Heart Foundation recommends 500mg daily dose of Omega 3 for all adults to protect against heart disease. Fish oils reduce the risk of heart disease by boosting good cholesterol, lowering blood pressure, keeping blood vessels supple and maintaining a stable heart rate. The recommended weekly dose of 3500mg can be achieved by having two to three 150g serves of oily fish, such as salmon, blue-eye trevalla or canned fish, or by taking 500mg a day in fish oil supplements or Omega-3 enriched foods and drinks. Those who have signs of heart disease need double the dose, or 1000mg a day. (TWA)
- Omega 3 is recommended for itchy skin/allergies. (TWA)
- Omega 3 is essential for healthy skin (x2) and hair. (TWA)
- Eating fish could help prevent memory loss and stroke as we age -- but not if it's fried. (TA)
- A recipe with egg and salmon states that Omega 3 will keep your heart healthy. (ST)
- For expecting mums - Fish oil is rich in Omega 3 fatty acids — special fats found to protect the heart and improve neurological function. Fish oil helps alleviate inflammation such as sore muscles and back. (TWA)
- Omega 3 products will improve your pet's skin and coat. (TWA)

Discussion and recommendations

5.1 Locations

Of the 43 outlets visited, only 13 retailers displayed a health message for consumers near seafood products. Fish retailers and independent supermarkets were most likely to promote the health benefits associated with seafood consumption to consumers. Only one of 28 major supermarkets visited displayed a health message. There are opportunities to promote the health benefits associated with seafood to consumers in retail settings, particularly major supermarkets.

5.2 Health messages

Twenty health messages were observed during the audit. Half of these referred to specific benefits of Omega 3 or seafood consumption. Messages were mostly produced by industry or manufacturers. Half of the messages were in the form of a pamphlet. These messages were not eye-catching and often placed on the back of printed materials requiring the consumer to read them in their entirety. The health messages were often secondary to other information, such as recipes. There is an opportunity to promote specific health benefits of seafood consumption to consumers with clear messages, in eye-catching formats.

5.3 Other messages near seafood

Most outlets displayed some kind of non-health related message near seafood. Thirty nine messages were identified. These messages were mostly produced by industry, manufacturers or the retailer and mainly in formats such as shelf tags, posters or A4 placards placed on a counter. Messages included shopper warnings, recipes, and promotions for particular products and events. Australia Day was linked to seafood as a promotion at three retailers. Seafood as a choice for barbeques was promoted at one retailer. Non-health related messages were often in more eye-catching formats than the health messages.



Discussion and recommendations

5.4 Other foods

Two thirds of retailers displayed messages near other food products. These messages were mostly produced by the retailer or manufacturers. Messages often promoted specific products, and linked products to events, such as Australia Day and barbeques. Promotions linking meat and barbeques were observed at 20 locations, and Australia Day was used to promote meat products at 12 locations. Meat and poultry products used health messages at only three locations.

Although meat products were linked to special events or activities on more occasions than seafood, meat and poultry were linked to health benefits less often than seafood. Seafood could create a 'niche' position in marketing for health benefits.

5.5 Fish oil

Resources near fish oil products specifically promoted the health benefits of seafood consumption, including intake of Omega 3 and other nutrients. Fish oil is a direct competitor to fresh fish for health benefits. Seafood products may be able to market health benefits in the same way fish oil does.

5.6 Media audit

Information published in the media can be confusing, conflicting or incorrect; however some articles are specific about the health benefits of seafood. The community are exposed to a wide range of messages about the health benefits of seafood. It is important to present clear informative messages to help educate and guide health behaviours and decision making.

5.7 Other considerations

Existing codes, regulations and practices that govern the development and display of consumer 'point of sale' resources in Australia should be reviewed to ensure compliance.

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