

Title Opportunities for innovation in specialised fruit and vegetable retailing: results from an Auckland greengrocer survey

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Abstract

An increase in the per capita consumption of fruit and vegetables (F&V) is still a major objective of public health policy. The existence of a competitive greengrocer (independent specialised F&V retail) industry may contribute to achieve this aim. However, given that the greengrocer industry is in crisis in many countries all over the world, the industry may need to innovate and to come up with a modernised and more competitive retailing concept. This paper identifies the current business practices of greengrocer stores in Auckland, New Zealand. Based on data ($n=35$) collected in a face-to-face interview-based business survey during July-September 2009, the paper describes and discusses structural impediments that exist in the industry. The main problems seem to lie in a lack of industry-trained, dedicated and compassionate store owners or managers who have the drive and courage to build a modernised and more competitive greengrocer store concept. The paper also identifies some ways to potentially overcome these problems.