



MEDIA RELEASE

Outdoor Media Association (OMA) Launches Industry's 2025 'Fresh veg, deliciously affordable' Campaign

New messages set out to inspire healthier choices and support Aussie vegetable growers

Thursday 30 January 2025: The Outdoor Media Association (OMA), in partnership with AUSVEG and Health and Wellbeing Queensland (HWQLD), has launched the 2025 iteration of its *Fresh veg, deliciously affordable* campaign, with a renewed focus on busting affordability myths and promoting the versatility and benefits of fresh veggies. It launches today and will run until the end of February.

This year's campaign builds on previous success but introduces new messages: Australians are eating just **1.8 serves of vegetables daily** – only **36% of the recommended 5 serves**.¹ The campaign aims to inspire Australians to add just one more serve of vegetables a day to their meals, which can cost as little as **65 cents per serve (75g)**.²

Elizabeth McIntyre, CEO of the Outdoor Media Association, said:

"The Out of Home industry is proud to continue driving behaviour change on such an important national issue. We have the unique ability to reach Australians wherever they are. By promoting fresh vegetables as affordable, delicious and easy to include in meals and snacks, this campaign delivers a powerful message that resonates with families across the country. Adding just one extra serve of vegetables a day can make a big difference to your health, hip-pocket and local vegetable growers."

This year's campaign emphasises the gap between current vegetable consumption and the recommended intake, highlights the significant health benefits and reveals the household budget and economic impact buying vegetables can have in a cost-of-living crisis.

The campaign is supported by long-standing partner Health and Wellbeing Queensland and new partner AUSVEG (the peak industry body for vegetables, potatoes and onions). Both partners bring their expertise to address the broader public health and vegetable industry challenges tied to low vegetable consumption.

Michael Coote, CEO of AUSVEG, said:

"This campaign couldn't come at a more crucial time for Australia's vegetable growers. Declining demand, combined with rising production costs, has left 34% of growers considering leaving the industry in the next 12 months. *Fresh veg, deliciously affordable* helps reconnect consumers with fresh produce while showcasing our industry's key role in the economy and public health. By adding just one more serve of vegetables daily, Australians can improve their health, support local growers and boost the economy by \$4.68 billion by 2030, through increased spending, new jobs and reduced healthcare costs."^{3, 4}

The *Fresh veg, deliciously affordable* campaign is the fifth healthy eating campaign originated from the OMA's National Health Policy, which commits to using Out of Home



(OOH) media to amplify public health messages. The past four campaigns have delivered success, including:

- OMA members have donated more than **\$31 million** in advertising value across **20,000 signs** since 2021
- **77% of Australians** encouraged to purchase vegetables after seeing the campaign.
- **91% of parents** including more vegetables in school and work lunchboxes.
- A **significant increase** in awareness of vegetable affordability and health benefits.

Robyn Littlewood, CEO of Health and Wellbeing Queensland, highlighted the campaign's value and long-term potential:

"This campaign is a testament to the power of Out of Home in shaping healthier behaviours. By showing that fresh vegetables are not only affordable but also versatile and delicious, we're helping families make positive, sustainable changes. The OOH industry's contribution has been invaluable, and we look forward to seeing further impact this year."

For more information about the *Fresh veg, deliciously affordable* initiative including recipe ideas, shopping tips and nutritional information visit boostyourhealthy.com.au.

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About OMA

The OMA is the peak industry body which represents most of Australia's Outdoor Media Owners and Suppliers, and some Asset Owners. The OMA operates nationally and prior to July 2005 traded as the Outdoor Advertising Association of Australia (OAAA). It was first incorporated in 1939. The OMA's charter is to serve its members by promoting the OOH industry and developing constructive relations with its primary stakeholders. Its core functions are Marketing and Research (including audience measurement), Government Relations and Regulatory Affairs, Media Relations, and Member Services. The OMA is governed by a Board of Directors which is elected by the membership. Members of the OMA adhere to a Code of Ethics and abide by the regulatory frameworks in which they operate.

Participating OMA members include: Australian Outdoor Sign Company (AOSco), BIG Outdoor, Bishopp Outdoor Advertising, Cartology, Civic Outdoor, EiMedia, Gawk Outdoor, Gipps, goa, GoTransit, JCDecaux, JOLT Charge, Locus Outdoor, LUMOS, Motio, nettlefold, oOh!media, Outdoor Systems, Paradise Outdoor Advertising, QMS, Revolution360, S&J Media Group, Scentre Group Brandspace, Stockland, Tayco Outdoor, The Media Shop (TMS), THINK Outdoor, Tonic Media Network, TorchMedia, Total Outdoor Media (TOM), Val Morgan Outdoor (VMO), Vicinity Centres, Wrappr

Sources:



1. [National strategy, baseline and value perception study for Plus One serve by 2030 program](#)
2. [Living healthy report 2024](#)
3. [Vegetable Industry Sentiment Report September 2024](#)
4. [National strategy, baseline and value perception study for Plus One serve by 2030 program](#)