

New Zealand Avocados Go Global

QUARTERLY REPORT: OCT – DEC 2014

The NZ Avocado Go Global programme began in June 2014 with five key Objectives: Market entry and growth; Consistent and sustainable supply; Efficient supply chain; Products from waste; and Information transfer and adoption. This is a five year programme with a vision that by 2023 an integrated New Zealand avocado industry will deliver NZ\$ 280m annually in net sales and have tripled productivity to 12 tonnes per hectare.

Collaborative development of the category story for 'Premium Avocados from New Zealand' has led to good uptake of messaging and imagery in export marketing. Collateral has been tailored to suit individual export markets and has been included in supermarket and retail displays in South Korea, Japan and Singapore and Thailand. In New Zealand, the New Zealand Avocados 'Amazing Anytime' category story has achieved endorsement from major retailers, with imagery being used on retail displays in supermarkets nationwide. An Avocado Supply Model has been developed to measure the attractiveness of export markets using consistent parameters and methodology to help prioritise future marketing activities. Programme partners have also developed resources for supply chain education and have implemented technical support programmes in key export markets.

Research and industry working groups have now been established and are meeting regularly. Sites for new cultivar and tree decline field trials have been selected with monitoring equipment set up to start to define baseline information on environmental conditions. Technical working groups are already drawing on some initial findings to implement changes to on-orchard management practices. The analysis of orchard data through the existing Plant and Food/MBIE research programme continues to guide the field trials focused on understanding the factors that may influence yield, irregular bearing and tree decline.

Meetings with packer and exporter representatives will provide the foundation for the supply chain efficiency project. This is a major project as an evaluation of the supply chain has never been done for avocados. Site visits to post-harvest facilities is giving insight into the management systems that handle agrichemical use, pest control, logistics and market access. The information will also start to build an end to end a picture of the supply chain and highlight areas needing further investigation.



Feasibility work has now begun to investigate the potential high value properties contained within avocado skin and stones with a comprehensive literature review. The outcome of this will determine the feasibility of continuing with the next step in the research process, focussing on extraction methods and opportunities relating to the nutritional, health and cosmetic applications from avocado waste products.

The collection and use of industry information is being investigated to understand the requirements of all industry members who are intended to interact with the information portal. This work is also examining advances within other primary industry IT and communication systems and providing a greater understanding of how industry information can be collected and evaluated.