



QUARTERLY PROGRESS SUMMARY: January – March 2016

New Zealand Avocados Go Global

Background

The New Zealand Avocados 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.

Summary of progress

Market entry and growth

- The PGP promotions plan has been endorsed for the 2016/17 season by the AVEC promotions working group and the New Zealand marketer group.
- Marketing company Quantiful has undertaken consumer testing of NZ Avocado category story material and messaging in Japan to provide qualitative consumer insight and help refine category story themes, imagery and messaging.
- Exporters undertaking promotional work in Japan, Thailand, Korea Singapore and India.
- Education programmes undertaken in Singapore, Korea and Thailand.
- The New Zealand category story 'Amazing Anytime' continues to be used by NZ Avocado and New Zealand domestic avocado marketers to support retail promotion activity in supermarkets nationwide.



'Amazing Anytime' fridge magnets produced for food service and retail

Consistent and sustainable supply

- PGP research and industry updates delivered at number of field days held in Northland in collaboration with post-harvest operators
- Working groups continue to meet and help with the monitoring and evaluation of clonal root stock performance and the outcomes of different canopy management techniques.
- Factors which may be contributing to tree decline have been identified. These include excessive soil moisture, lack of adequate mulch, defective phosphorous acid injection
- methods, excessive crop loading, limb sunburn due to defoliation, mites, and increased virulence of pathogens.
- Tree decline and new cultivar working groups continue to meet identify which orchards will be used for on-orchard assessments
- Trial design underway to establish a root phosphonate decay curve with sampling being carried out at regular intervals.
- Working groups continue to meet and help with the monitoring and evaluation of clonal root stock performance with variety owners contributing to development of cultivar specific management strategies
- New R&D manager started February to take on the project management role for research Objective - consistent and sustainable supply.



PGP research updates to Growers at Northland field days

Efficient supply chain

- Request for proposal developed for the development of the orchard/spray diary to integrate with AvoGreen programme and related industry compliance programmes.
- Industry systems map completed describing all data sources, applications and industry functions managed by the AIC and associated stakeholders and service providers.
- Regular consultation with the Avocado Exporter Council (AVEC) and the Packer Forum to deliver positive outcomes for users across the supply chain

Products from waste

- Callaghan Innovation able to report on recent work on understanding the properties of seed extracts and their composition.
- PSG to determine how best to support a research provider to continue the investigation into a commercially viable extraction process, product development and pathway to market.

Information transfer and adoption

- User stories now categorised into priority areas and a Request for Proposal developed for an industry CRM and Information portal
- Industry data continues to be collected and assessed to identify national and regional trends to support recommendations relating to orchard and post-harvest fruit management practices including spray use, quality control and pest mitigation.

Key highlights and achievements

Programme-wide highlights

- All Export registered Avocado Orchards throughout NZ have now been GIS mapped allowing for the first time an accurate picture of total industry hectares and regional distribution.
- Delegations from China's CIQA and AQSIQ over March provided a number of important interactions with growers, packers and exporters to discuss PGP initiatives and progress market access.
- Continued promotion in the Australian market, supported by NZ Avocado pushed demand, and avocado prices in Australia hit record highs.
- Singapore and Thailand markets in particular performed well, both markets taking more volume than had been forecast.

Collaboration with other PGP programmes

- Regular contact with other PGP programme managers allows for alignment in reporting, administration and governance.
- PGP thematic workshops continue to be of benefit to a number of projects within the Go Global programme and to PGP co-investors.
- NZ Avocado staff attended the Mobile Tech Primary Industries Technology Day in Rotorua during March 2016 where other PGP programmes were presenting.

Upcoming

- Co-investor in-market promotional activities which concluded in February are now focused on the strategic marketing challenges of the large volume season ahead.
- New PGP project coordinator to begin in May to assist in the development of the spray diary and its suite of functions while also driving the RFP process for the industry CRM and Portal projects.
- Activity underway to engage with consultant to investigate and report on Tier two markets insights focusing on Thailand, India and China.

Investment

Investment period	Industry contribution	MPI contribution	Total investment
During this Quarter	\$98,448	\$98,448	196,897
Programme To Date	\$886,589	\$886,589	\$1,773,177.82