

## QUARTERLY PROGRESS SUMMARY: April – June 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

- Market research across target consumer groups completed in Japan which is helping to refine the themes, imagery and use of the PGP category story.
- NZ Avocado is working with exporters to identify consumer and market research needs across priority Tier 2 markets with a current focus on potential growth markets India and China.
- Programme partners are continuing with supply chain education programmes in Singapore and Korea along with in-market promotion and education in Thailand.
- Exporters reviewing market priorities to shape market development strategies.
- Plant & Food Research have been contracted to research the nutritional composition of NZ Hass Avocado.

#### Consistent and sustainable supply

- Industry field days to communicate PGP research continue to be held in collaboration with post-harvest operators.
- Working groups continue to identify and evaluate canopy management strategies.
- New cultivars group in Whangarei beginning a dry matter accumulation trial on Maluma and Carmen fruit.
- Ongoing evaluation of new variety and clonal root stock performance with new planting guides for clonal rootstock trees developed.
- The Phosphonate decay curve sampling is progressing well with samples being collected and results coming through
- MBIE technical working group meeting was held in May.



Research updates delivered to growers during a Far North field day

#### Efficient supply chain

- New PGP project coordinator has completed a scan and documented the industry's processes, databases, online services and critical supply chain relationships.
- The proactive collection and analysis of industry data has enabled the benchmarking project to highlight some positive trends towards PGP goals.
- Regular consultation with the Avocado Exporter Council (AVEC) and the Packer Forum to deliver positive outcomes for users across the supply chain



Technical working group meets to review PGP research plans

#### Products from waste

- A direct relationship established with Callaghan Innovation to continue research into understanding the properties of seed extracts and their composition.

### Information transfer and adoption

- The approach to developing the information portal planned has been drafted and will be based on a CRM stakeholder relationship system, a Member Portal supported by a suite of cloud based information management solutions
- Research working group members are reviewing best practice material as its added to the industry website or delivered through industry publications.
- A comprehensive Relationship Chart has been developed to identify all the different stakeholders and better understand the different applications they currently use to interact with data and each other

## Key highlights and achievements

### Programme-wide highlights

- With all orchards now GIS mapped, every grower registering for Export through the AIC is now displayed and can verify an accurate map of their orchard and the associated hectares.
- Many PGP programme indicators are showing positive trends including significant increases in National OGR, Average/Hectare OGR and the numbers of growers moving to the Best category across the industry.



GIS map showing orchard shapefiles in the Far North of New Zealand

## Collaboration with other PGP programmes

- Regular contact with Zespri and other horticulture sectors to understand the collaborative opportunities as they develop their own IT and industry Management Systems.
- PGP programme managers workshop was valuable with a number of parallels and sharing of ideas between programmes.
- Radfords Software and other IT providers meet with to update on their ability to support and progress the Spray Diary and other planned IT resources under the communication portal and future online services.

## Upcoming

- With a potential record crop of near twice that of last year getting the export market mix right and delivering premium quality should continue the good returns seen across the industry.
- The key export markets for the season will include Japan, Singapore, Korea and Thailand while emerging markets such as India, Malaysia, Taiwan, Indonesia and Vietnam will require a well-managed and collaborative approach to maintain value in Australia.
- Working alongside exporters to help resource consumer education material, PR and social media. Thailand and Singapore are new targets for industry promotional activity
- Communication to industry of spray strategies, and market requirements to provide marketers with multi-market suitability in order to capitalise on market values throughout an extended season.

## Investment

Investment period	Industry contribution	MPI contribution	Total investment
During this Quarter	\$127,279	\$127,279	254,558
Programme To Date	\$1,013,868	\$1,013,868	\$2,027,736