

# QUARTERLY PROGRESS SUMMARY: July – September 2018

## ***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

- First shipment to China were exported at the end of September.
- The 2018-19 New Zealand promotions campaign began in September and will run through to the end of February. The campaign will consist of digital marketing and social media, television advertising, collaborative recipe development with well-known New Zealand food brands and work with key opinion leaders across food, health and beauty.
- A series of photo press events is taking place to raise media visibility of the New Zealand avocado season in Korea.
- The New Zealand Avocado WeChat account went live at the end of September and will promote New Zealand avocados to target consumers in China, providing the NZ story, avocado education tools and competitions for consumers to win prizes.

### Consistent and sustainable supply

- Three videos describing a number of growers autumn pruning have been published on the industry website along with a document characterising their pruning methods.
- Growers with the highest 4-year average yield following the 2017-18 season have been contacted to understand and document their canopy management approach.
- New cultivar trial blocks have been harvested and dry matter accumulation finished.
- The third round of testing for nutrient uptake by different rootstocks has taken place.
- Phosphonate decay curve monitoring of tree decline orchards is ongoing.
- A case study of soil moisture monitoring has been started in Whangarei. This will include both tensiometer and volumetric soil moisture monitoring along with detailed records of soil moisture, water use and irrigation system setup to assess how it can support irrigation decision making.
- NZ Avocado attended soil health testing workshop at Linnaeus Labs relating to their new soil testing service which looks at the biology of soil and point to potential soil health issues.

### Efficient supply chain

- NZ Avocado, its supply chain partners and the research community are now exploring specific areas of the supply chain to target further research and trials to improve quality:
  - Seeking alternative fungicides both pre and post-harvest.
  - Trials looking at unsound fruit and possible causes through the supply chain.
  - Understanding how calcium impacts fruit quality.
  - Influence of supply chain temperatures and fruit maturity on quality.
- NZ Avocado has undertaken an extensive review of the AvoGreen programme, become MPI approved as the organisation to deliver Avogreen for export assurance, updated resources and developed a number of on-line training and assessment resources to support monitoring and post-harvest pest identification.
- Funding from the Sustainable Farming Fund (SFF) is being sought by NZ Avocado for a three year on-orchard project
- Agmardt bid for research into onshore controlled atmosphere storage to help review inventory management and may preserve fruit quality observed earlier in season for supply into later season market windows

### Products from waste

- NZ Avocado has maintained limited communication with Callaghan Institute and Plant and Food Research to stay informed of related projects to progress value from waste research.

- Although a defined project is not confirmed at this date the 2018-19 PGP annual plan sets out the ability to capitalise on any future projects if they arise in the value add space of fruit processing.

### Information transfer and adoption

- The new industry website will include a more modern and intuitive design, vastly upgraded search function, updated content, event management and comprehensive industry directory making it a great resource growers, suppliers, post-harvest operators and marketers. The consumer website is also being refreshed by the same provider.
- A 'new grower guide' has been published to provide an overview of the information needed to become an avocado grower. It was developed in response to an increasing number of enquiries from individuals looking to get into the industry but wanting a basic outline of key information.
- The first stage of the Avohub was completed with the necessary requirements for export registration during July. The grower landing page now allows growers to access their orchard relationships (packers, sprayers, exporters), their own personal details, including their AvoGreen and export registration status of these orchards. Future stages for development include AvoGreen registration, bringing the signing process of non-propagation agreements online and reporting production data.

## Key highlights and achievements

- First shipment to China were exported at the end of September.
- New Zealand avocados are gaining more popularity and preference in a number of export markets with a premium for New Zealand grown avocados. The combination of Korea, Japan and Singapore continues to represent over 60% of the non-Australian exports. Korea is expected to be the largest market in Asia for avocado exports from New Zealand in 2018-19.
- Progress is being made with the online communications portal with the new login and industry relationship systems completed in time for export registration during July.
- The New Zealand International Avocado Growers' Conference, was held late August was a real success with over 400 delegates in attendance, overachieving our target of 250 delegates. The event was themed 'growing avocados for the world' and provided opportunities for New Zealand avocado growers to network and learn and with a large contingent of international attendee's significantly increased the visibility for the industry and help support the campaign to host the World Avocado Congress in New Zealand in 2023. Presentations covered avocado growing, research, supply chain and marketing. Prime Minister, Jacinda Arden attended the welcome event and officially opened the conference.

## Upcoming

- Deputy Prime Minister and Minister of Foreign Affairs, Winston Peters, will participate in the planned NZ Avocado promotion event in Bangkok on Wednesday 3 October. The event will also involve CEO Jen Scoular, Thailand celebrity chef Ian Kittichai, lifestyle celebrity Kalamare. The event is media and influencer focused and should generate a significant amount of Thai media interest and greatly add to the visibility of the event and of avocados from New Zealand in Thailand.
- Media and consumer engagement events will take place in Singapore and Japan in October to help launch the NZ Avocado Experience competition which will be a key engagement tool for the 2018-19 campaigns. NZ Avocado is also partnering with Air New Zealand and Tourism NZ to provide a trip for two to New Zealand for competition winners.
- NZ Avocado CEO and Marketing Manager will attend the China International Import Expo in November in Shanghai. NZ Avocado will also facilitate a sampling event in Shanghai during the week of the expo and a collaborative promotion event with other New Zealand food and beverage products in November.
- The next stage in the on-line solution is the pilot release of the AvoDiary that will include a replacement Spray Diary and electronic pest monitoring diary.
- The annual 'Industry day' will be held in Wellington on the 31 October at Parliament, hosted by Minister O'Connor. Key government and industry contacts have been invited with an expectation of around 50 attendees.

## Investment

Investment period	Industry contribution	MPI contribution	Total investment
During this Quarter	\$322,968	\$322,968	\$645,936
Programme To Date	\$3,468,332	\$3,434,506	\$6,869,013