

QUARTERLY PROGRESS SUMMARY: January – March 2019

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 AVEC promotions working group met on 14 March to review outcomes from the 2018 promotions campaigns in export markets and to allow for exporter feedback into early stage promotion plans for the 2019 season.
- NZ Avocado partnered with Fresh.co.nz for the first time to develop recipes and recipe videos alongside other well-known New Zealand food brands.
- Korea maintained its position in 2018 as the most important avocado market by volume and value for New Zealand outside of Australia. Imports reached 2.1 million trays from all origins, a 94 per cent increase over 2017, with a value of US\$47 million.
- The 2018 NZ Avocado China promotions campaign developed brand guidelines for the promotion of avocados from New Zealand and established enduring social media platforms and collaborations with other New Zealand brands in China.



Consistent and sustainable supply

- An overview of the NZ avocado industry was provided to Maori land owners in Eastern BOP. Information included benefits, risks and challenges associated with avocados production. Greater than 80% of attendees acknowledged they could be doing more with their land.
- Results from orchards using different canopy management techniques are in the process of being written up for the website and will be supported by videos planned for May.
- Data collection from tree decline trial orchards in the Far North and Whangarei has been completed with further work planned to understand the role of soil biology and root phosphonate in tree health and productivity.
- NIWA are developing a project on climate to correlate orchard production data with historic climate factors.

Efficient supply chain

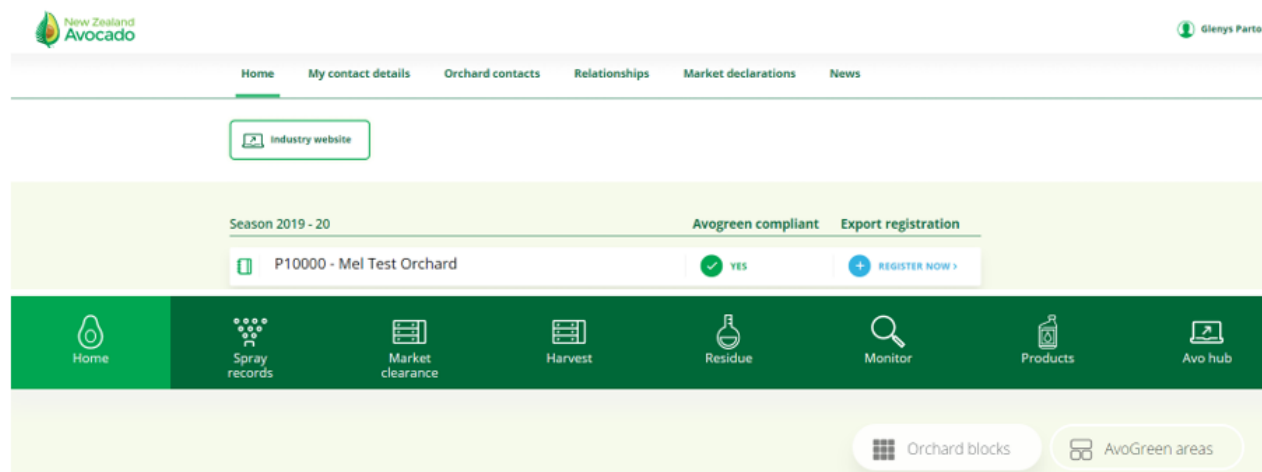
- NZ Avocado and Plant and Food researchers met with industry technical representatives to discuss current research activity and industry challenges.
- A meeting of 136 growers in Katikati was held to focus on quality issues experienced through the season and provide feedback of the assessment work NZ avocado is doing alongside exporters.
- Best practice rot management resources are now available to growers with five steps a grower should be taking, including: checking fruit rot history, orchard hygiene, harvest management, optimal tree health and copper application.
- Current quality projects include alternative fungicides trials and registration requirements for both pre and post-harvest and the Influence of supply chain temperatures, controlled atmosphere and fruit maturity influence on quality.
- On-line training and assessment resources for AvoGreen and pest identification are now being successfully used by industry.

Products from waste

- Funding re-prioritised from this Objective to other priority areas of the Go Global programme.

Information transfer and adoption

- Future stages under development with It providers include AvoGreen registration, bringing the signing process of non-propagation agreements online and improved reporting of production data.
- The Avo hub and associated Avo diary application is undergoing commission testing with work still to be done to improve system performance. NZ Avocado is currently undertaking workshops to train stakeholders in the new system. All growers will move to the new diary on 1 November 2019 with packers planning to use the system for export clearances in the 2020-21 season.



The new Avo hub and Avo diary where through a single sign in process all contacts, relationships and market declarations can be updated along with the ability to enter in all spray and fertiliser applications, residue testing results, AvoGreen/pest monitoring and harvest information.

Key highlights and achievements

- NZ Avocado have confirmed they will bid to host the 2023 World Avocado Congress in New Zealand during the WAC event during September in Colombia. NZ Avocado have met with Tourism New Zealand to confirm their support in the bid.
- The enhanced Avo hub online system for export registration is being used and capturing much more information on growers, their orchard set up and relationships across the supply chain.
- Since its launch in mid-January the website has consistently had more users than the old website and is performing better across all key metrics. (3 months prior - 5,200 users vs. 3 months post - 8,300 users).

Upcoming

- There has been global media coverage over the past year highlighting the environmental impacts of avocado production in South and Central America. We're lucky to have the New Zealand Inc brand as part of our sales story, but need to make sure we have evidence based research that supports the way we are growing our avocados and therefore continue to stand by the focus of the PGP extension.
- The PGP extension business case has now been finalised which has four core objectives to evolve the Premium Avocados from New Zealand story to demonstrate, with evidence, the specific differentiated elements of avocados from New Zealand through:
 1. Market insights and nutrient analysis
 2. A trusted supply chain and growing systems
 3. Evidence based sustainability
 4. Supply, quality and consumer directed industry breeding programme

Investment

Investment period	Industry contribution	MPI contribution	Total investment
During this Quarter	\$348,619	\$348,619	\$697,238
Programme To Date	\$4,004,826	\$4,004,826	\$8,009,653