

## QUARTERLY PROGRESS SUMMARY: July – September 2015

### *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

- Programme partner promotional, marketing and education programmes continue to expand into new export markets with promotional material tailored to support in-market activity.
- NZ Avocado, along with four exporters, travelled to Asia Fruit Logistica in Hong Kong to gain market intelligence and extend networks into Asia.
- Collaboratively develop with exporters innovative promotional activity in both NZ domestic and export markets using PGP developed messaging and imagery.
- PGP related promotional activities getting good visibility in Japan, South Korea, Singapore, India and Thailand.
- Amazing Anytime recipe booklets updated and 5000 distributed for use in 120 avocado demonstrations in Countdown, Pak'n Save & New World supermarkets nationwide.



PGP in-store promotional material in Thailand

##### Consistent and sustainable supply

- Outcomes of research and working group activities presented at grower field days with information on canopy management and new cultivar trials available on industry website.
- As part of the on-orchard investigations an irrigation project linked to the MBIE programme is looking at water use between young and mature trees to help inform irrigation management decisions.

##### Efficient supply chain

- A research analyst is working to collate and report on spray diary and industry library tray data.
- Common supply chain challenges identified potential enhancements to industry managed processes including development of an electronic spray diary and simplifying the associated AvoGreen® and post-harvest requirements.
- Post-harvest visits in Peru provided a comparative understanding of how other packing and export systems function.

##### Products from waste

- Initial research has shown that the fibre and nutrients in the avocado stone has the potential to develop new value add products.
- Research now focused on extraction methods to develop a highly nutritional and versatile powder.

##### Information transfer and adoption

- User story workshops are now complete with information collated to highlight common or specific industry needs and where further investment in IT infrastructure is required.
- Single-Sign-On project complete creating an IT platform to establish other online access and security functions for industry members.
- 'lean social testing' or social listening will be trailed in Japan to develop key messages and targeted marketing material.
- Benchmarking process relating to orchard performance has been finalised and is available to growers on request.

# Key highlights and achievements

## Programme-wide highlights

- More than 50 New Zealand growers, staff and Board members attended the 8th World Avocado Congress in Lima Peru. The event attracted over 1,000 delegates and significantly raised visibility of the New Zealand avocado industry on the world stage.
- The NZAGA Annual General Meeting and Grower Forum were well attended and included PGP related workshops involving over 100 growers and industry participants.
- Mindfood have now published two of the four grower and industry stories to support consumer collateral in Asian and New Zealand markets.
- The Category Story created through PGP continues to facilitate direct contact with exporters and in-market representatives to support the development and maintenance of export and domestic markets.
- New Zealand Avocado in store avocado sampling sessions have begun and will take place in Countdown, PAK'nSAVE and New World supermarkets across New Zealand through to early December.



The Avocado smoothie wagon on the streets of Japan

PGP related collateral translated into a number of local languages for in store use

## Collaboration with other PGP programmes

- PGP thematic workshops continue to be of benefit to a number of projects within the Go Global programme.
- Communication with Comvita's Manuka Research and Ravensdown's Pioneering to Precision PGP programmes allows a sharing of ideas and technical solutions.

## Upcoming

- Implementation of the agreed export market promotional strategies through the 2015-16 season.
- Technical support and educational resources developed for retailers and consumers on optimum handling, presentation and consumption across both NZ and export markets.
- Establishing management strategies and monitoring performance of those orchards involved in Canopy Management, Tree Decline and New Cultivar trials.

- Software updates to electronic spray diary to streamline post-harvest data handling and reporting.
- Avocado stone nutrient extraction methods to be established.
- Collation and prioritisation of user stories to highlight areas where IT resources or industry capability is needed.

## Investment

<b>Investment period</b>	<b>Industry contribution</b>	<b>MPI contribution</b>	<b>Total investment</b>
During this Quarter	\$135,365.00	\$135,365.00	\$270,730.00
Programme To Date	\$607,406.50	\$607,406.50	\$1,214,813.00