

## Outcome Logic Model for NZ Avocados Go Global PGP Programme

July 2014	
Additional benefits for the sector and New Zealand	
Supports the Horticulture New Zealand growth agenda	
Increased reputation internationally for New Zealand fresh produce Increased awareness among New Zealand consumers of health attributes of avocados	
Increased skilled and unskilled employment in national avocado growing regions earning shared with other Horticulture New Zealand	
product groups Increased New Zealand scientific expertise in the field of borticultural	
ustry collaborations with en packers and exporters, with other sectors	
Avocado stones from processing are a cost to the industry	