

QUARTERLY PROGRESS SUMMARY: October – December 2018

New Zealand Avocados Go Global

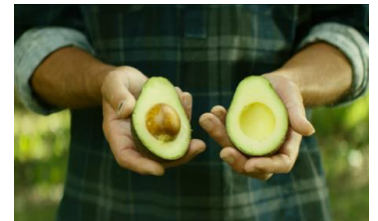
Background

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

- Positive growth continues on NZ Avocado social media platforms in our key export markets Australia, South Korea, Japan, Singapore and Thailand
- Social media follower growth is being driven by activities through key online influencer personalities, grower stories, recipe and nutrition content and competitions
- NZ Avocado facilitated 80+ Christmas in-store sampling sessions in New World, PaknSave and Countdown supermarkets.
- Four new television commercials were filmed for the NZ market which align with grower stories and focus on NZ provenance, health benefits and avocado's versatility.
- The China promotions campaign established a WeChat account and other social media platforms which received 10.6 million views, developed brand guidelines and collaborated with four other New Zealand brands in China.
- An 'experience New Zealand' competition, had NZ Avocado partnering with Air New Zealand to provide a trip for two winners from Thailand and two from Singapore to New Zealand.



Consistent and sustainable supply

- Dedicated meetings held between researchers, rural professionals and technical reps to build a network between industry representatives and researchers to support a sharing of ideas centred on key industry challenges.
- Spring assessments of tree health, flush activity, flowering and tree growth of the trial orchards took place with fruit samples from different rootstocks sent for nutrient analysis.
- All trial sites have been harvested and yield information collected and resulting cultivar profiles uploaded to website.
- Canopy management working group meetings through December to characterise diverse successful canopy management approaches.
- A glossary of pruning and canopy management terms and associated images has been approved by the working group and uploaded to website.
- A tree decline decision tree that will allow growers to methodically assess potential causes of declining tree health has been revised and will be improved with further orchard case studies using weather and soil moisture monitoring data.

Efficient supply chain

- NZ Avocado and supply chain partners are targeting research into specific areas of the supply chain to improve quality alongside commercial partners. Of note are trials for pre and post-harvest alternative fungicides and researching the influence of supply chain temperatures and fruit maturity on quality.
- On-line training and assessment resources for AvoGreen and pest identification are now being successfully used by industry.

Products from waste

- Although initial research was conducted in this project, remaining funding was reprioritised into other objectives

Information transfer and adoption

- The Avo hub and associated Avo diary is undergoing user testing and initial training is being rolled out across the regions to key users. Growers, pest monitors, spray contractors and post-harvest administrators now have to access to their orchard relationships, can edit/update their personal details and can see their AvoGreen and export registration status.

Key highlights and achievements

- New Zealand avocados are gaining more popularity in export markets with up to a 31% premium over other origin fruit being maintained.
- NZ Avocado launched the new industry website in January. Overall the response has been very positive with easy access to latest production information, research, tools and resources to support growing, packing and exporting avocados.
- The enhanced Avo hub is ready to allow single sign on access to allow growers to complete their export registrations
- A number of well attended field days between grower, post-harvest and industry professionals provided the opportunity to discuss the results of industry trials and more fundamental research underway

Upcoming

- China has been identified by New Zealand avocado exporters as a market of strategic importance to support industry export growth over the next five years. It is recognised that in order to effectively build this market at good value returns to New Zealand growers, significant promotion activity and investment needs to take place to build awareness of New Zealand avocados in China.
- 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. Tourism New Zealand have confirmed their support of the bid by way of funding
- Further stages of the Avo diary and underlying software solution to administer non-propagation agreements and production information

Investment

Investment period	Industry contribution	MPI contribution	Total investment
During this Quarter	\$221,702	\$221,702	\$443,404
Programme To Date	\$3,656,208	\$3,656,208	\$7,312,417