

QUARTERLY PROGRESS SUMMARY: April – June 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.

The following report outlines the achievements and outputs over the five year programme.

Summary of progress

Market entry and growth

- A spread of promotion channels has been identified to connect the *New Zealand Avocados Amazing Anytime* campaign with consumers across multiple touchpoints - Connecting with consumers inside their homes through television commercials and traditional media, outside of their homes through billboards and bustops, inside retailers through in-store sampling and spanning across multiple environments on their phones through digital and social media.
- Point of sale and avocado retail training resources/kits have supported significant retail sampling events in collaboration with Countdown, New World and Pak 'n' Save supermarkets.
- Actively running annual promotion campaigns in collaboration with exporters, importers and avocado retailers whilst promoting NZ at trade events in Korea, Thailand, Japan, China and Singapore.
- Korea continues to maintain its position 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 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 and connections with social media influencers in China.



Consistent and sustainable supply

- The benefit of working groups has been proven throughout the work undertaken in this objective.
- Working groups were established and continue to harness input from growers, pruning contractors and researchers to understand and validate new canopy management strategies.
- Working groups in Bay of Plenty and Whangarei have improved our understanding of cultivar performance by expanding the number of orchards being assessed in evaluating cultivar performance. Highly detailed results from all additional assessment sites have been made available via the NZ Avocado website and a checklist resources has been available to capture the required level of detail such as soil type, elevations and aspect providing greater context to cultivar performance.
- Working group activity in the Far North and Whangarei has identified common deficiencies in orchard management, even among experienced growers, that likely contribute to a decline in tree health. A decision tree resource is near completion that will allow growers to assess their own orchard, identify factors that may be negatively influencing tree health and suggests actions.
- As a result of working group activity, improvements to soil moisture management were identified as a priority. This led to trialling weather stations that provide live volumetric soil moisture updates to growers via the internet along with other weather parameters.

Efficient supply chain

- This objective has resulted in the most collaboration between all partners within the avocado supply chain. Many of the trials and best practice material produced has been a combined effort between exporters, the post-harvest sector, rural professionals and researchers.
- Efforts to improve fruit quality have been focused across the entire supply chain. NZ Avocado, its supply chain partners and the research community are now exploring specific areas of the value chain to target further research and trials to improve quality including the uptake of agreed best practice by growers.
- Projects include alternative fungicides trials and registration requirements for both pre and post-harvest. Trials looking at unsound fruit and possible causes through the supply chain. The Influence of supply chain temperatures, Controlled atmosphere and fruit maturity influence on quality.
- The evolution of the AvoGreen programme has been extensive under the Go Global programme and continues based on new China requirements and feedback from industry due to the challenges of integrating phytosanitary/market access requirements into a historically production focused IPM programme.
- On-line training and assessment resources for AvoGreen and pest identification are now being successfully used by industry and are now formally recognised by MPI as a measure for market access agreements.
- NZ Avocado continues to ensure food safety compliance information is on the industry website. A consultative group involving exporters and other industry groups is currently investigating a unified industry strategy going forward. The online AvoHub system used is now able to capture the orchard level information needed by those in post-harvest managing Food Safety group schemes for growers.

Products from waste

- Funding re-prioritised from this Objective to other priority areas of the Go Global programme.
- NZ Avocado has maintained limited communication with Callaghan Institute and Plant and Food Research yet stay informed of related projects to progress value from waste research. Although a defined project is not confirmed at this date NZ Avocado retains the ability to capitalise on any future projects if they arise in the value add space of fruit processing.

Information transfer and adoption

- This year sees the expansion of the Avo hub to include the following capabilities: The new Avo diary application, market declarations for both China and Thailand registrations, links to the new Industry website and grower export registration enhancements.
- A new login single sign-on process has been introduced.
- The new Agiloft CRM system has been expanded to support further Avo hub functionality including the Avo diary application, Market declarations for China and Thailand and the new website industry contact directory.
- The new spray diary – Avo diary is in the final build phase with the addition of a structured way to capture fertiliser applications. With a comprehensive database now held of all commercially available fertilisers it will allow the research team to interrogate this data to better understand who, what and where different products are being used and overlay this information with other productivity data.
- Centralised, online repository for AvoGreen® reporting and linking these to spray applications By having the records now on a centralised database provides: a 'one-stop-shop' for the grower and packhouse to easily manage their compliance between monitoring and spray applications; retains history of pest monitoring that used to simply be on paper or simple spreadsheets; formalises the justification to spray by linking monitoring records to spray applications; and allows this centralised data to be interrogated for research.
- An enhanced consumer website with an ease of flexibility to update and add new pages. A more modern design complements NZ Avocado's wider marketing activities.
- Enhanced engagement with industry - Avo diary testing and pilot.



Avo diary interface

Key highlights and achievements

- The PGP Go Global Extension has now been approved by MPI and was signed by the Director General on the 31st May.
- NZ market values and volumes over time showing significant values increases from the beginning of the Go Global programme.

Upcoming

- The PGP Go Global two-year extension approved and will start in July 2019. There are 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	\$274,100	\$274,100	5548,200
Programme To Date	4,278,926	\$4,278,926	\$8,557,853