

New Zealand Avocados Go Global

QUARTERLY REPORT: JUNE – SEP 2014

This is the first quarter for the 'Go Global' programme with all activities progressing as planned.

This period has focused on establishing sound governance and reporting processes between industry co-investors and MPI while progressing a significant amount of work against all five programme objectives:

1. Market Entry & Growth – Asia & New Zealand
2. Consistent & Sustainable Avocado Supply
3. Efficient Supply Chain
4. Products from Waste
5. Information Portal, Knowledge Transfer & Adoption

Go Global marketing strategies are well underway to prioritise and support both New Zealand and export markets. The 'Amazing Anytime' and 'Premium Avocados from New Zealand' category stories and related collateral and guidelines have been launched and used at multiple New Zealand and offshore events. Programme partners have also helped develop education packages and guidelines for fruit handling, presentation and consumption in both New Zealand and overseas markets.

Planning for surveys and field trials has already begun for work focused on avocado production, canopy management, new cultivars and tree decline. The industry working groups beginning to be established are proving to be a valuable resource, with all research work continuing to be aligned with complimentary Plant & Food Research and MBIE research projects.

A study looking into supply chain evaluation and improvement has been initiated with a view to map industry systems and identify efficiencies. Future work will use this research to help evolve and shape industry systems to better collect, use and report industry intelligence.

Investigation has begun into existing IT and industry communication systems with a view to increase stakeholder awareness, collaboration, and uptake of PGP outcomes through the use of innovative and user friendly IT. An expert working group will now look to at ways to streamline data capture, transfer and use across the industry. Wherever possible this work will leverage learnings and successes from other industry initiatives and PGP programmes.

