

## QUARTERLY PROGRESS SUMMARY: October – December 2021

### *New Zealand Avocados Go Global - Extension*

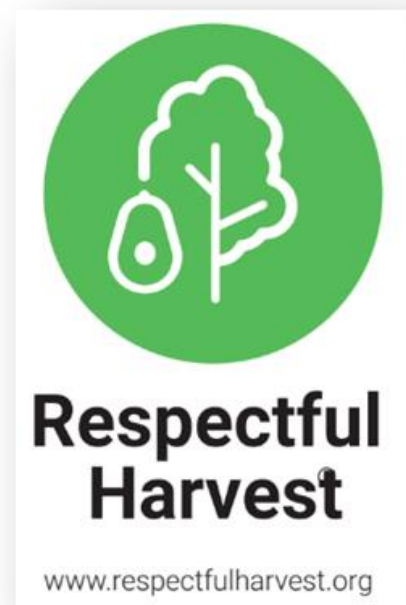
#### Background

The New Zealand AvocadosGo Global Extension began in July 2019 with four key objectives: market insights, trusted supply chain, evidence based sustainability and a feasibility study for an industry breeding programme. This is a two year programme that builds strongly on the original Go Global outcomes to further grow new and existing markets with a differentiated avocado from a trusted and sustainable industry.

### Summary of progress

#### Market insights

- The Triple Active and Respectful Harvest logos and content have now been trademarked in New Zealand and there are plans to trademark these in priority Asian markets under the PGP programme.
- Social media campaigns implemented in China, Korea, Thailand, Taiwan, Singapore and Japan .
- Local language websites adapted to new story in six Asian markets listed above.
- 142,000 visits to Triple Active and Respectful Harvest in-market websites.
- Nutritional composition of New Zealand grown Hass avocado report published by Plant & Food research to support Triple Active story.
- 13 in-market influencers engaged for Triple Active promotion posts in Asia. 2.6 m reach, 40,000 engagements.
- Online recipe platforms engaged in market to create five new avocado recipes, 1.4m reach.
- Collaborations with NZTE Taiwan on Taste NZ Facebook campaign and café/restaurant engagement.



- Six exporter contestable fund projects undertaken across five Asian markets. Uptake from exporters representing 80% of New Zealand export supply.

#### Trusted supply chain

- Avocado nurseries have completed their first season of tree dispatches using the industry designed nursery portal for the signing of all non-propagation agreements. Over 500 agreements have been signed by growers using this digital e-signing process. This removes all requirements for paper-based signing and allows NZ Avocado to capture and report on this data.

- The Avo diary, associated Agiloft CRM (back-end database) and AvoHub (grower portal) worked as anticipated (autonomously) over the Christmas period with little input/intervention required from staff.

### Evidence based sustainability

- Grower and exporter LCA data now modelled with post-harvest data being collected. Peru has recently completed a similar LCA project using similar attributes (i.e. carbon and water use per Kg of avocado) which is helpful as a way to compare and help communicate the results of the New Zealand LCA study.
- Work continues with Regional Council, catchment groups and researchers to develop a project where the main objective will be to collect baseline environmental data (e.g. nutrient leaching monitoring) with the aim to develop tools to support growers through upcoming environment planning requirements
- Latest issue of the New Zealand avocado industry magazine, Avoscene, was dedicated to sustainability. Articles included an update on the LCA project and carbon sequestration.
- Reviewing fertiliser use and optimising fertiliser data capture through industry using AvoDiary and case studies with 10 of the industry's top growers to understand their fertiliser inputs and fertiliser efficiencies.
- A trial investigating nutrient removal through harvest of fruit in New Zealand Hass avocado orchards has begun. The objectives of this trial are to understand how relevant nutrient removal data from overseas is to New Zealand and to begin collecting baseline crop nutrient removal data for the development of a tool that will allow growers to easily understand the potential environmental impacts of their fertiliser inputs.

### Industry breeding programme – feasibility study

- NZ Avocado, with support from relevant stakeholders, consultants and breeding experts, has now completed a penultimate draft of a breeding feasibility report.
- Decisions on next steps will be required based on the different options presented by the study, financial feasibility/options and support from the wider industry.

## Key highlights and achievements

- New Zealand is the largest single market for avocados from New Zealand this season.
- 313,000 trays of Class 1 fruit have been sold in New Zealand this season, making it the third biggest market for Class 1 (export grade) avocados.
- Exporters have trebled the volume they have shipped and sold in Asia this year. This growing market has witnessed an increase from 555k trays in 2020-21 to over 1.5m in 2021-22, from less than 20% of export volumes last season to nearly 40% of exports this season.

## Upcoming

- Results from the nutrient removal through harvest of fruit in New Zealand Hass avocado orchards.
- Results of the GAP and food safety assurance systems used in the New Zealand avocado industry.