

## QUARTERLY PROGRESS SUMMARY: January – March 2015

### New Zealand Avocados Go Global

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#### Background

The NZ Avocado 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 during this quarter

##### Market entry and growth

- Continuation of 2014-15 planned promotional activity across New Zealand and export markets.
- New Zealand avocado category story collateral and toolkit continues to be distributed to New Zealand avocado marketers and fresh produce retailers.
- Assessment of the 2014-15 season's marketing activity and development of a collective global promotional strategy.
- Consumer and retailer education and promotional programmes managed by programme partners continue in priority export markets.

##### Consistent and sustainable supply

- All three work areas, tree decline, new cultivars & canopy management, have functioning working groups.
- New cultivar and orchard monitoring data being collated and analysed by working groups.
- Environmental and tree health monitoring equipment established in a number of working group orchards.
- Limiting factors continue to be prioritised through the MBIE funded project with a current focus on tree nutrition

##### Efficient supply chain

- Meetings were held with supply chain representatives and post-harvest operators.
- Preliminary reviews of supply chain processes are revealing common challenges.
- Internal system reviews carried out across the sector is identifying future improvements to online and manual reporting systems.
- Workshops are being planned with system users to help plan and prioritise further investigation.

##### Products from waste

- A literature review into the feasibility of extracting and utilising the potential high value properties contained within avocado skin and stone was completed.
- Work is now focused on extraction methods and opportunities relating to nutritional, health and cosmetic applications

##### Information transfer and adoption

- A strategy has been developed to capture and document 'user stories' across all industry stakeholders who intend to interact with industry systems and databases.
- More planning and industry feedback is required to develop an industry-wide approach for the transfer and adoption of R&D. This preparation will also guide the development of future IT systems for information management and online services.
- The 'single-sign-on' project is progressing well, this will provide single log-in access to a range of online services.

- AIC membership information for growers, packers and exporters has been reviewed to provide an accurate database of industry contacts for future information sharing.
- Grower production information from the past season is being collated to allow benchmarking of orchard performance relating to yield and consistency of yield.

## Key highlights and achievements

### Programme-wide highlights

- The PGP 'Go Global' programme featured on Rural Delivery (21/03/2015) looking at the programme's goals and planned R&D activity.
- The NZ avocado category story '*premium avocados from New Zealand*' used by exporters to drive market growth in six priority Asian markets.
- A record volume of avocado was exported to all priority markets during the 2014-15 season. There was significant export volume growth in Singapore, South Korea and Thailand reflecting the increased promotional activity by exporters in those markets.
- Programme co-investors provided new education and technical expertise to handlers, retailers and consumers to deliver ripe avocados to consumers in Korea for the first time.



Clockwise: New Zealand season Launch in India; *Amazing Anytime* collateral on display in Countdown supermarkets; Smoothie wagon on the streets of Japan

## Collaboration with other PGP programmes

- Ongoing co-operation from FarmIQ PGP programme management is providing valuable insights into potential IT and resourcing options for the management, transfer and adoption of industry R&D.

## Upcoming

- Promotional strategies for the 2015-16 season will be developed by New Zealand and Export working groups.
- Research working groups will be implementing work plans and starting further field assessments.
- Industry workshops and post-harvest facility assessments will be completed to identify priorities for the supply chain evaluation project.
- Analysis of the avocado skin and stone research report.
- User story/data collection and scoping of IT solutions will continue to guide the development of the information portal.

## Investment

<b>Investment period</b>	<b>Industry contribution</b>	<b>MPI contribution</b>	<b>Total investment</b>
During this Quarter	\$76,759	\$76,759	\$153,518
Programme To Date	\$301,319	\$301,319	\$602,638