

## QUARTERLY PROGRESS SUMMARY: April – June 2015

### New Zealand Avocados Go Global

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#### 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

- Development of a research based marketing strategy to deliver maximum market penetration, consumer awareness and category value from industry and exporter marketing investment in new export markets
- Nielsen Homescan data received for avocado consumption in New Zealand during the 2014-15 season
- Mindfood creative team contracted to create grower and industry stories to support consumer collateral in Asian and New Zealand markets
- Crop flow forecasts and annual market development plans received from avocado exporters to help inform PGP market prioritisation
- Received outline of planned in-market trade and consumer education programmes for Singapore, Korea and Thailand.

##### Consistent and sustainable supply

- Outcomes of research and working group activities presented at grower field days
- Best practice content and videos for canopy management now available on the NZ Avocado website
- Investigation on the history of the New Cultivar plantings on each orchard has been completed along with the first round of monitoring
- Pathogen sampling and isolation has been carried out on orchards with isolates passed on to Lincoln University for future investigations
- Technical working group meeting was held in June to assess last season's research outcomes and develop plans to align upcoming research with PGP milestones.

##### Efficient supply chain

- Meetings continue to be held with supply chain representatives and post-harvest operators
- Common challenges identified allowing early improvements to be made to internal AIC supply chain processes including implementing spray diary enhancements, a review of maturity standards and working with MPI on the Food Act review
- Workshop with select supply chain representatives planned to identify the true underlying reasons behind each challenge as well as solutions to drive sustainable efficiency across the supply chain
- Review completed on available and alternative treatments for post-harvest pathogens.

##### Products from waste

- Report completed on the potential high value properties and commercial opportunities of waste avocado skin and stone
- Research providers now identified to work on potential extraction methods and opportunities relating to nutritional, health and cosmetic applications.

## Information transfer and adoption

- Workshops held and user stories being collected across industry groups and stakeholders who intend to interact with industry systems and databases
- Single-Sign-On project is near completion with test sites developed and early changes to the NZ Avocado website completed
- Benchmarking process relating to orchard performance has been finalised and published in the 2015 NZ Avocado annual report
- Industry groups have been identified to help deliver Supply chain and best practice information to growers and supply chain partners.

## Key highlights and achievements

### Programme-wide highlights

- Total trays produced last season were 7.1 million – the highest volume ever recorded
- Annual plan for the 2015-16 year has been accepted by the Programme Steering Group (PSG) and MPI
- Mindfood creative team helping to develop grower and industry stories to support consumer collateral in Asian and New Zealand markets
- There's been a lot of consumer information made available about avocados, and work on quality issues has been consistent throughout the whole supply chain
- The Orchard Performance benchmarking chart measuring the performance of every orchard over a four-year average has been completed and shared with industry
- Research outcomes are now being made available on the NZ Avocado website and also delivered to growers at field days
- NZ Avocado will attend the World Avocado Congress in Peru, and Asia Fruit Logistica in Hong Kong to meet growers and further engage with foreign markets.



New Zealand PGP field days and working group meetings

## Collaboration with other PGP programmes

- PGP thematic workshops continue to be of benefit to a number of projects within the Go Global programme.
- Communication with Ravensdown's 'Transforming Hill Country Farming' PGP programme on potential GIS technology and opportunities.

## Upcoming

- Implementation of New Zealand industry and export market promotional strategies for the 2015-16 season
- Research working groups identified in additional growing regions
- Supply chain prioritisation workshops planned with post-harvest, exporters and industry stakeholders
- Avocado skin and stone project now focused on extraction methods and potential commercial applications for value added products
- Additional workshops to extend scope of user story collection to include orchard management, data collaboration and industry reporting.

## Investment

| <b>Investment period</b> | <b>Industry contribution</b> | <b>MPI contribution</b> | <b>Total investment</b> |
|--------------------------|------------------------------|-------------------------|-------------------------|
| During this Quarter      | \$169,679.00                 | \$169,679.00            | \$339,358.00            |
| Programme To Date        | \$472,041.50                 | \$472,041.50            | \$944,083.00            |