

QUARTERLY PROGRESS SUMMARY: October-December 2019

New Zealand Avocados Go Global - Extension

Background

The New Zealand Avocados Go 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.

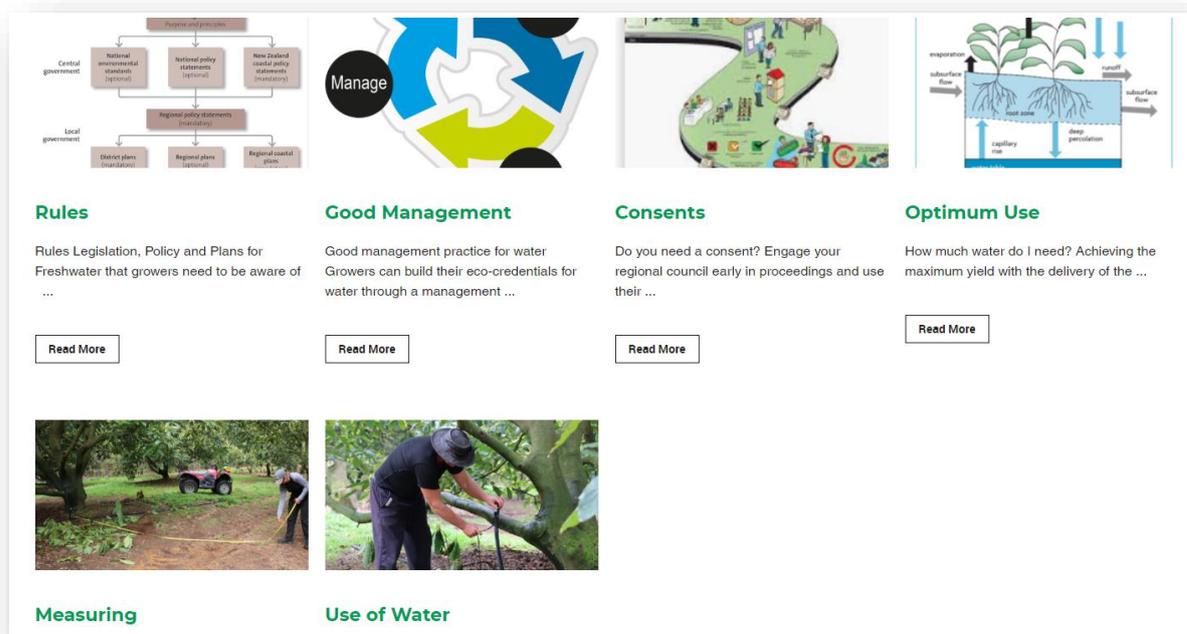
Summary of progress

Market insights

- Exporter promotions group meetings and contestable fund applications aligned with market Insights project.
- Proposals received for consumer and sensory research in Asian markets are being reviewed against objectives of the extension yet management yet to determining future of work against market insights work centred on sustainability.
- Market insights proposals from NZ Avocado social media testing on differentiated story have been received and need review by working group.

Trusted supply chain

- NZ Avocado has completed a range of consultation with Regional Councils, growers and service providers to provide growers with a series of online resources via the NZ Avocado website.
- These online resources consist of six essential areas of knowledge a grower will require to be able to build their individual eco credentials in water. These essential areas of knowledge include: the use of water, measuring your water use, the optimum amount of water to use, water consents, good management practice for water and understanding the rules (legislation, policy and plans).
- All existing milestones for this project will begin in year two.



Rules

Rules Legislation, Policy and Plans for Freshwater that growers need to be aware of ...

[Read More](#)

Manage

Good management practice for water. Growers can build their eco-credentials for water through a management ...

[Read More](#)

Consents

Do you need a consent? Engage your regional council early in proceedings and use their ...

[Read More](#)

Optimum Use

How much water do I need? Achieving the maximum yield with the delivery of the ...

[Read More](#)

Measuring



Use of Water



Evidence based sustainability

- A meeting of sustainability professionals took place in December 2019 to look across other sectors approach to sustainability to develop a set of immediate and longer term actions.
- Discussions are underway with Catalyst Ltd who have a focus of developing strategies and substantiating environmental performance and have worked alongside Think Step to undertake sustainability assessments for Zespri, Beef and Lamb NZ and a range of other agricultural industries.
- Roadshows and survey work being planned with industry to gain feedback and support for priority focus areas.
- Initial work underway internally within NZ Avocado is documenting a draft strategy that can be used as we consult with industry.

Industry breeding programme – feasibility study

- Following a brainstorming workshop with members of the Avocado Nursery Association (ANA), Plant & Food Research and NZ Avocado actions have been progressed including planning visits to other breeding facilities and meeting the operators of these programmes, work with P&FR to review of the available cultivars (genepool) already in New Zealand, re-establishing links with other countries breeding programmes.
- Plant & Food Research charged with writing a pathway document to structure the programme of work, provide anticipated costs and provide options of different smart breeding approaches.

Key highlights and achievements

- A number of supply chain, productivity and quality projects have attracted funding from Callaghan, SFF Futures, Agmardt and ongoing core funding contributed to research from P&FR.
- During December 2019, NZ Avocado held a workshop with representatives from Massey University, Zespri, Landcare Research, Sustainable Business Network, Fruition Horticulture, Plant and Food Research, Regional Council, Catalyst NZ and water consultants to discuss potential areas of research and learn about other sectors approach to sustainability.

Upcoming

- NZ Avocado are planning a number of engagements with stakeholders to determine the sustainability priorities of our industry partners from growers through to market insights from exporters.