KIA ORA - WELCOME TO THE CONFERENCE
Session One
Introduction and Welcome

New Zealand and Australia Avocado Grower’s Conference’05
20-22 September 2005
Tauranga, New Zealand
The New Zealand and Australia Avocado Growers’ Conference - “Profit Together”
20 September 2005

Dr Paul Reynolds
Assistant Director-General (Policy)
Ministry of Agriculture and Forestry
Introduction

Overview

• The Australia-New Zealand avocado connection
• Economic performance
• Environmental management
• Challenges
• MAF’s commitment to the industry
The Australia-NZ Avocado Connection

• NZ and Australia are minnows on world avocado markets
• Production is increasing in both countries
• Australia is a key market for NZ avocados
• The two countries are working together on production and market development issues
The New Zealand Avocado Industry - Economic Performance

- Growing contribution to exports and GDP
The New Zealand Avocado Industry - Economic Performance (2)

Avocado export trends

Source: StatisticsNZ and MAF
Sources of Strength

- Use of the Horticultural Export Authority provides for orderly marketing
- Commitment to maintaining quality along the full supply chain
- Cohesive industry
- Innovation in production and marketing
  - Funding for research and extension
  - New market development
  - Avocado oil production
The New Zealand Avocado Industry – Environmental Performance

- Integrated Pest Management – AvoGreen
- SFF supported industry research:
  - Utilisation of industrial waste streams as a mulch for avocado production
  - Tailoring pesticide application technology to avocado canopies
  - Minimising spray drift from avocado properties
Challenges

Bearing area and production of avocados in NZ

- **Bearing area (ha)**
- **Production (tonnes)**
Challenges (2)

- Market development
- Maintaining product quality
- Logistics – especially labour
- Working together
MAF’s Contribution Includes

- Sustainable Farming Fund
- Labour and skills
- Biosecurity
- Trade access
- Food and beverage sector engagement
Labour and Skills

Medium / long-term seasonal labour strategy for horticulture and viticulture: Action Points

- seasonal labour co-ordinators
- harvest trail
- contractor registration and code of practice
- immigration enhancements
- labour forecasting model
- skill development
MAF’s Role in Trade Access

MAF has a substantial focus on market access for horticultural crops

• Tariff barriers to New Zealand horticultural exports cost us around $200 million per year

• Plus Non-tariff technical barriers such as SPS standards and quality standards
MAF’s Role in Trade Access

Bilateral market improvement:

• Improving access through Free Trade Agreements

The WTO Doha Round – this is NZ’s top trade priority
MAF’s Partnership with the Sector

• MAF will continue to work in partnership with the horticulture sector to:
  – Facilitate sector growth, innovation and competitiveness
  – Implement a world leading biosecurity regime
  – Gain trade access
In conclusion

• Congratulations on your progress to date
• Use this conference to:
  – Build on your industry’s strengths
  – Meet the challenges of the future and
  – “Profit together”