



KIA ORA - WELCOME TO THE
CONFERENCE

SESSION ONE

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

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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





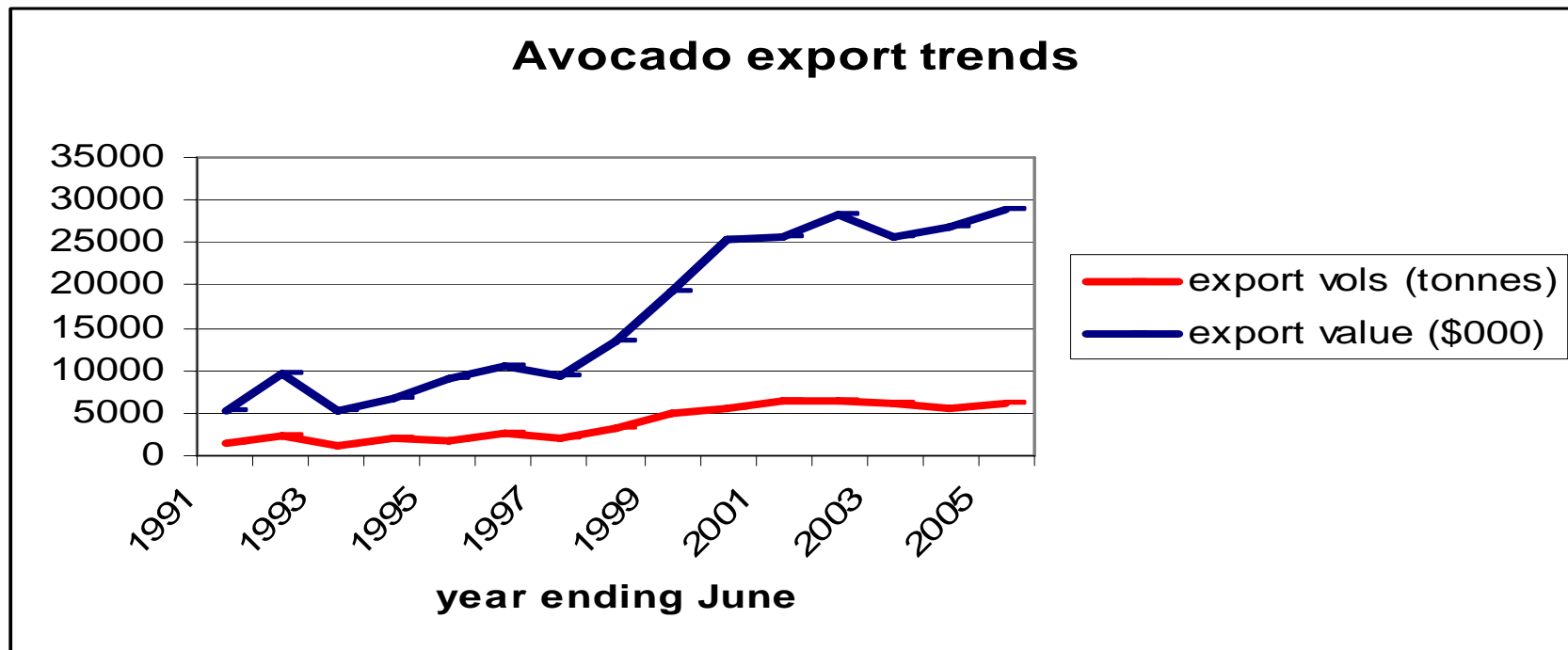
The New Zealand Avocado Industry - Economic Performance

- Growing contribution to exports and GDP





The New Zealand Avocado Industry - Economic Performance (2)



Source: StatisticsNZ and MAF



The New Zealand Avocado Industry - Economic Performance (3)

- **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

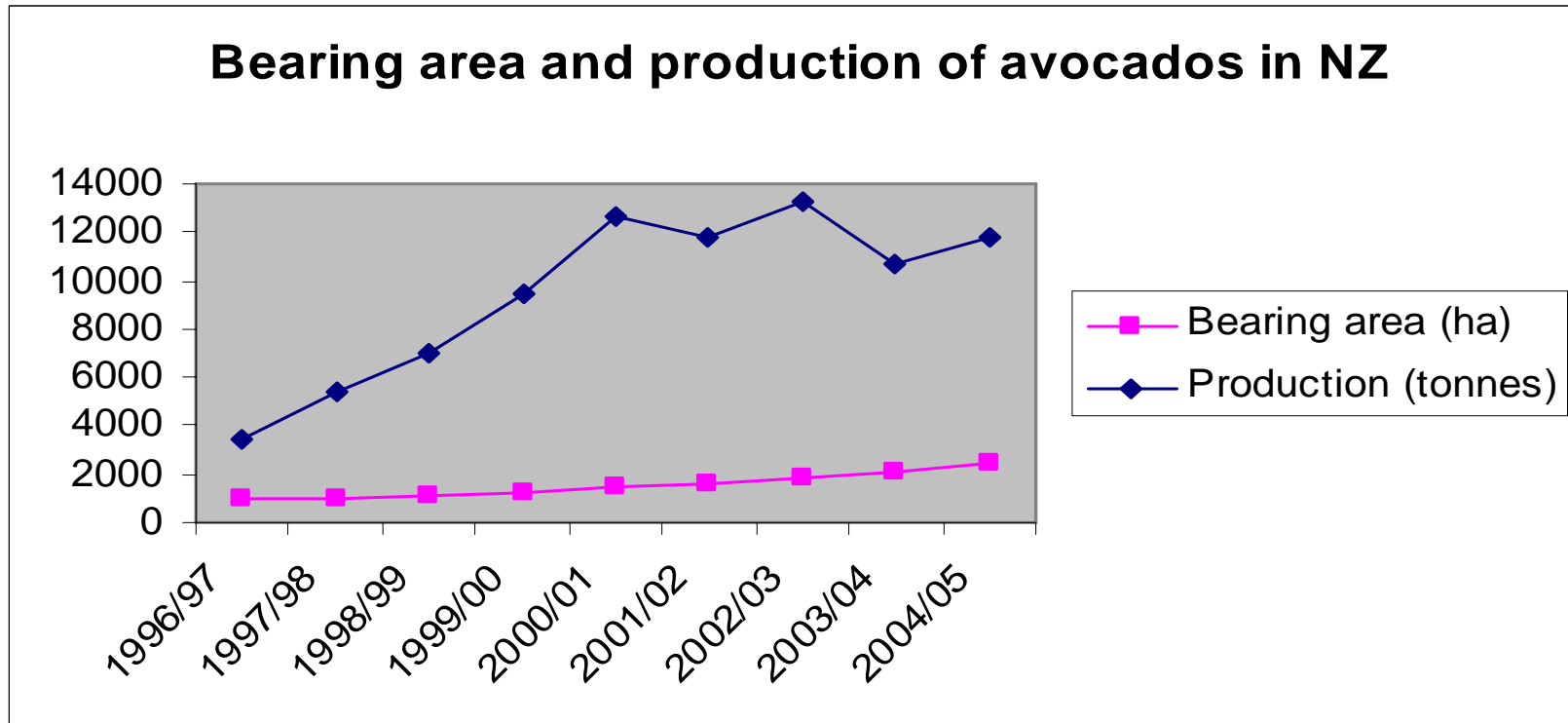
- **Integrated Pest Management – AvoGreen**
- **SFF supported industry research:**
 - Utilisation of industrial waste streams as a mulch for avocado production
 - Tailoring pesticide application technology to avocado canopies
 - Minimising spray drift from avocado properties





Challenges

Bearing area and production of avocados in NZ





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”



