Session Five

Competing in a global world: a series of presentations by AMAPWG member delegates

New Zealand and Australia Avocado Grower’s Conference’05
20-22 September 2005
Tauranga, New Zealand
Unique model with special idea:

“Cooperation of competitors” from all over the world, with mutual understanding that it is much more beneficial “to act together on enlarging the cake than to fight on its slices”.
AMAPWG is a voluntary organization of producers and exporters that identified “common interests in developing the Avocado consumption”.

The main mission is to inspect and develop the Avocado consumption in Europe. Beside - domestic markets in the producing countries and other markets as well, where applications from one area can be copied and applied in another territory.
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Historical Background (When it is all begun?)

Uruapan, Mexico 1999 – 4th world Avocado congress
Producers meeting: Infertile ideas of how to promote the avocado in Europe. It was agreed to meet once a year and to change some connections from being bi-lateral to be multi-lateral.

Malaga, Spain 2001 – 1st annual meeting
Decision to establish “Weekly Shipments Report”

Tzaneen, South Africa 2002 – 2nd annual meeting

Malaga, Spain 2003 – 5th world Avocado congress
During the congress we had our 3rd annual meeting

Paris, France 2004 – 4th annual meeting

Tauranga, New Zealand 2005 - 5th annual meeting
Current Situation (What do we have today?)

**Fluent information**
- Ideas, questions and data exchange
- Simultaneous “Weekly Shipments’ Report”
- Weekly form of “Projected and actual Avocado supply to Europe”

**Annual Meeting**
- Survey on the industry in each country: planted area, varieties, view for future export & domestic Market
- Report about past season – marketing and promotion
- Programs for the coming season – quantities and promotion

- Review and presentation of the European Market
- New researches and/or developments
- Ideas regarding mutual promotion and Generic promotion
All this cooperation is done without administration, fee or levy. We are not a Cartel - there is no information exchange or coordination of prices, clients or quantities.

It is simple model of “Free competition with free information”
Avocado supply to Europe - all sources
(September - August, in tons)

1995/6: 163,000
1996/7: 140,000
1997/8: 179,000
1998/9: 120,000
1999/0: 175,000
2000/1: 145,000
2001/2: 170,000
2002/3: 145,000
2003/4: 168,000
2004/5: 200,000
2005/6*: 180,000

* Projected
Thank you for your attention

"רלווה התי ואולו תאב ויאמ עד"