



# SESSION FIVE

## *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

# MARKET DEVELOPMENT

BY TONY SINKOVICH // MARKETING MANAGER // GLOBAL FRESH NEW ZEALAND

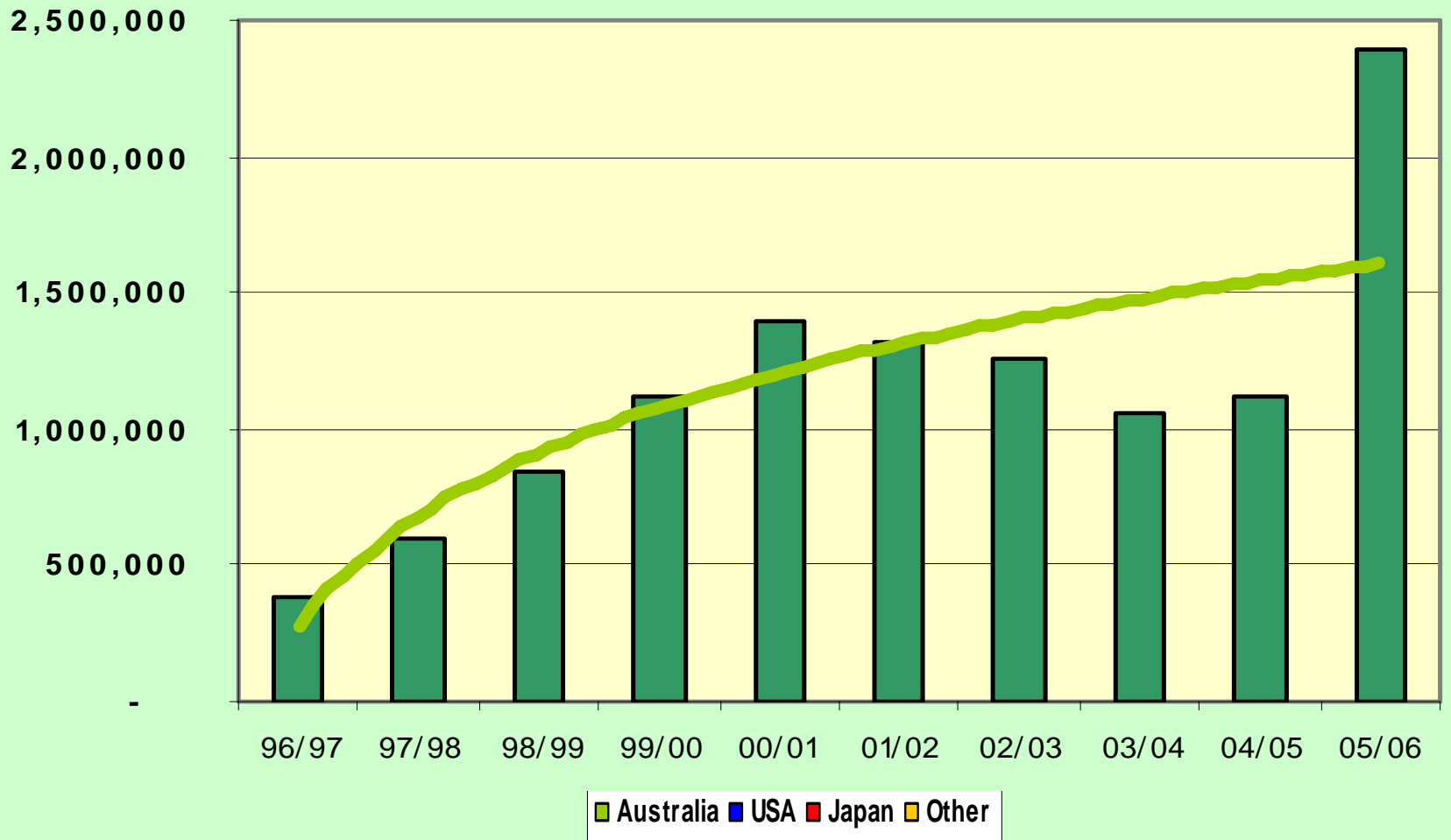


**Presentation to the Avocado  
Conference September 2005**

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## Export Trays



# MARKET DEVELOPMENT

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- **UK & Europe**
  - **Longer voyage time**





# MARKET DEVELOPMENT

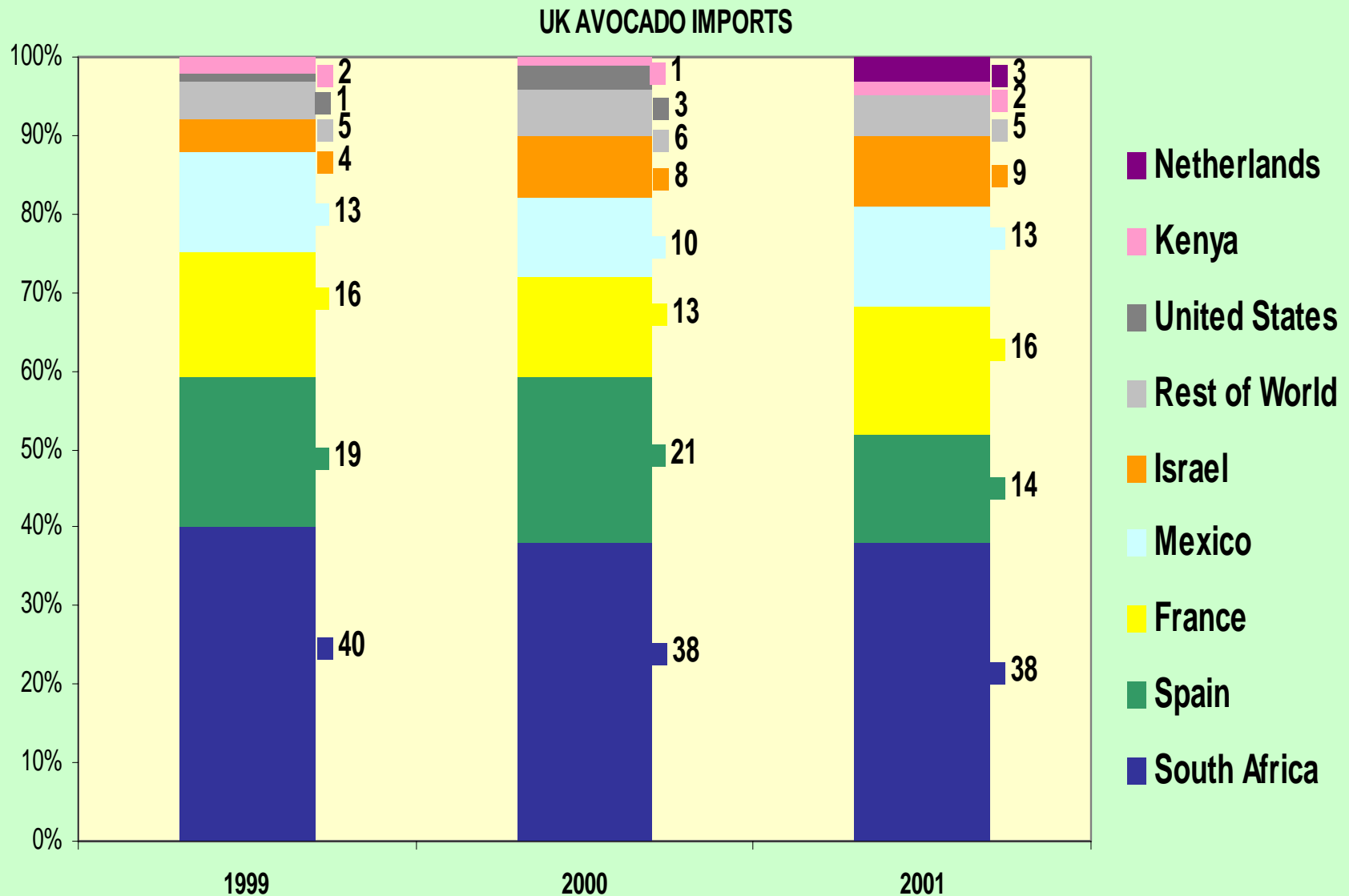
BY TONY SINKOVICH // MARKETING MANAGER // GLOBAL FRESH NEW ZEALAND

## The Market

- **Consumption more than doubled to 400gm**
- **5 million consumers to be introduced over next 5 years**
- **Hass perceived as having better flavour**
- **France consumption 1kg per person**

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## Market Requirements

- **Green hard fruit**
- **No chilling injury**
- **Sound internal condition**
- **Little external defects**



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## Why New Zealand Fruit

- **Product sampling favourable**
- **Colour, texture & flavour selling points**
- **Opportunity to attract a premium**

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## Preparation

- **Mid Sept harvest for Oct/Nov arrivals**
- **26% dry matter to eliminate chilling injury**
- **Harvest as close as possible to shipping**
- **30 day transit time**
- **Weather**
- **Container loading within 24 hours**

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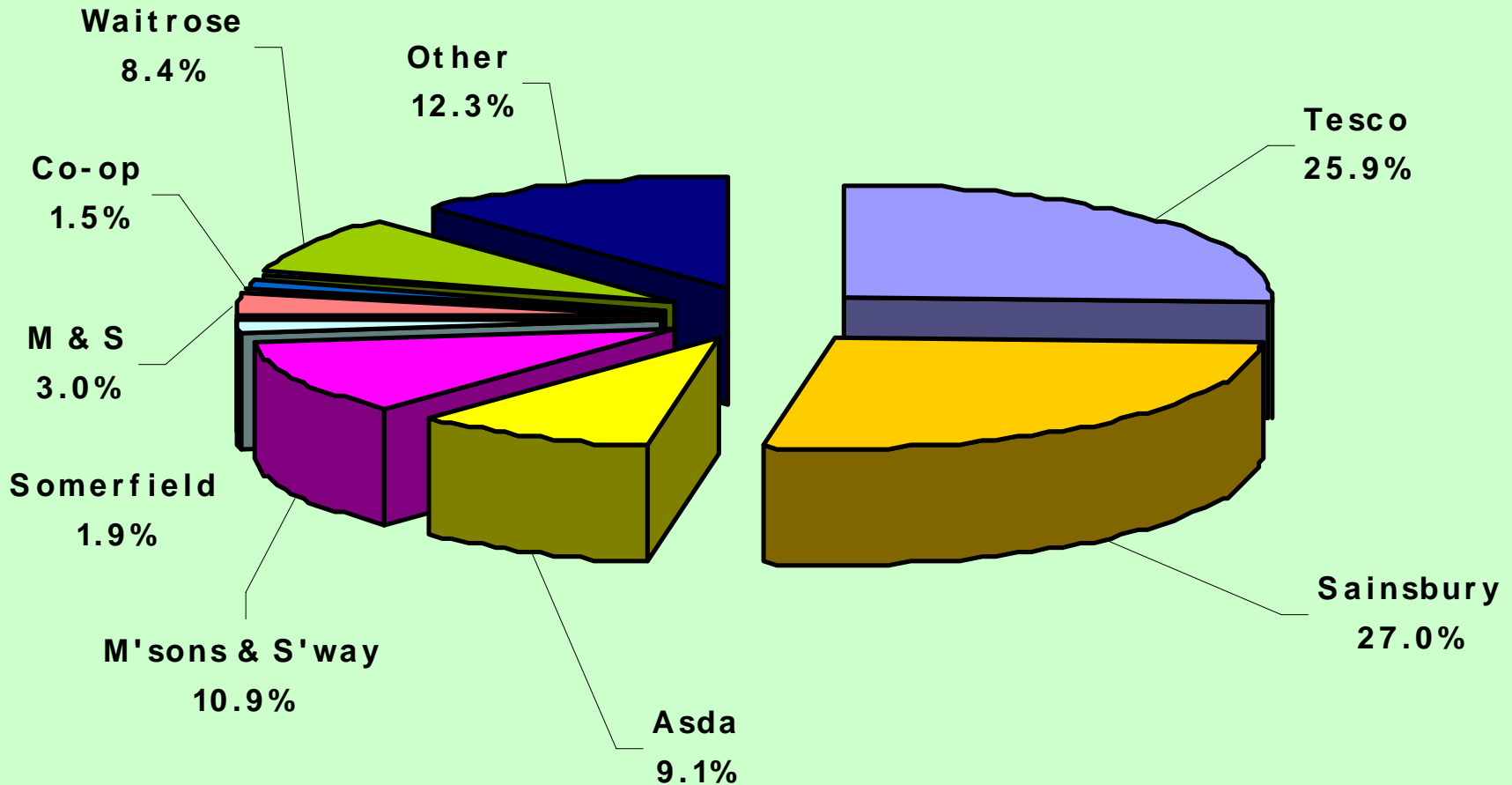
## Arrival into the Market

- **Outturn inspection**
- **Strong sales and distribution network important**
- **Optimum selling period 1 week after arrival**

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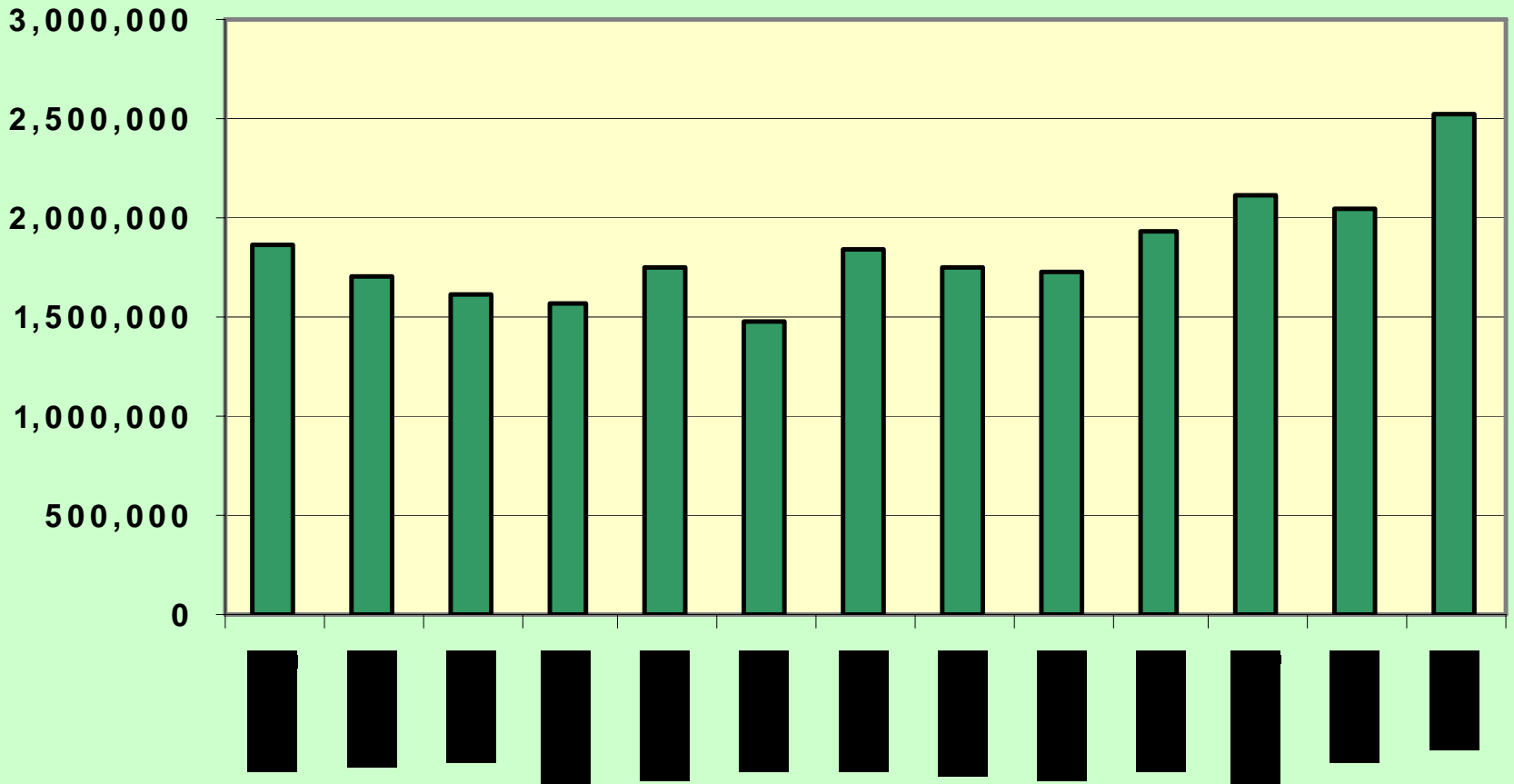
## UK Market - Customer Analysis



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## UK Market Analysis



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## The Future

- **Global marketing strategy**
- **Size / market profile to achieve best grower returns**
- **NZ brand**
- **Selling points**



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**Presentation to the Avocado  
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# DEVELOPING THE JAPANESE MARKET

WADE GILLOOLY // PRODUCT MANAGER // FRESHCO



5,500

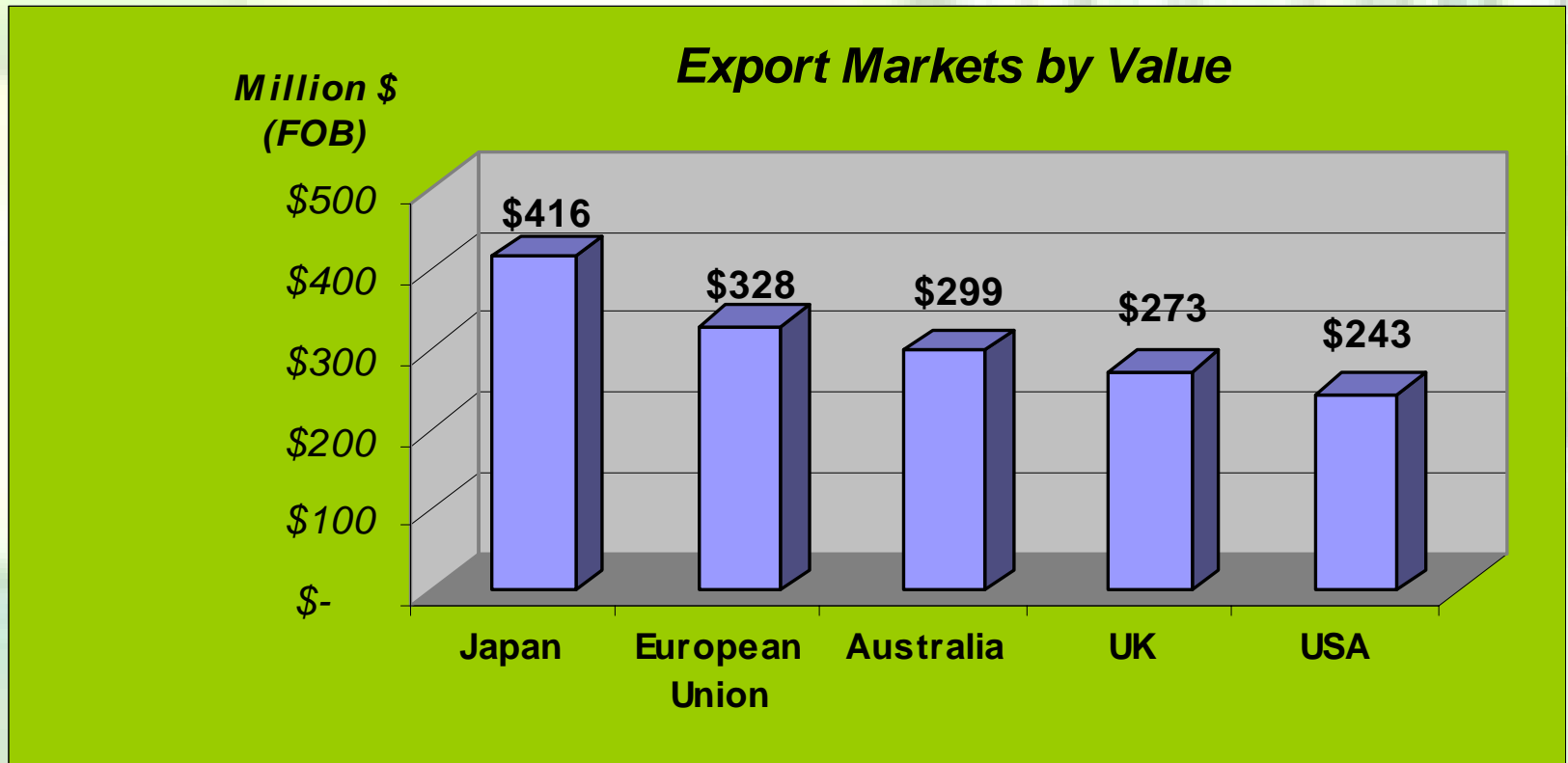


# DEVELOPING THE JAPANESE MARKET

WADE GILLOOLY // PRODUCT MANAGER // FRESHCO

## Japan

NZ's biggest export market for horticultural produce....



# DEVELOPING THE JAPANESE MARKET

WADE GILLOOLY // PRODUCT MANAGER // FRESHCO

Avocados are a high value item

FOB returns/kg from Japan in 2004...

Kiwifruit



\$3.85/kg FOB

Avocado



\$4.5/kg FOB

Squash

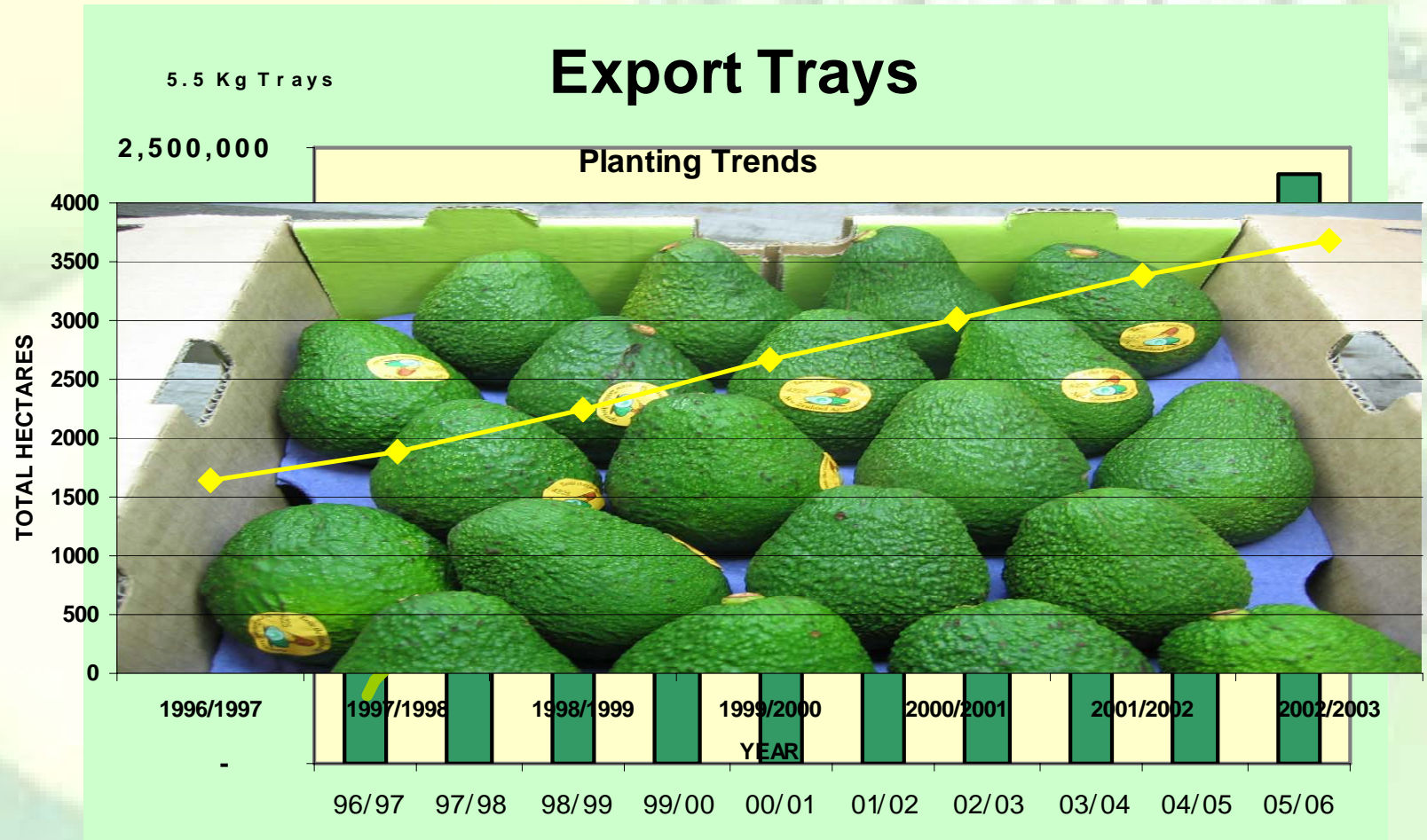


\$0.51/kg FOB



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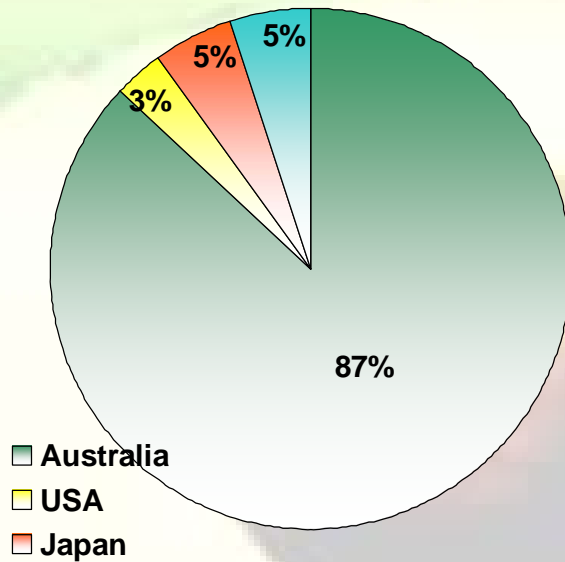


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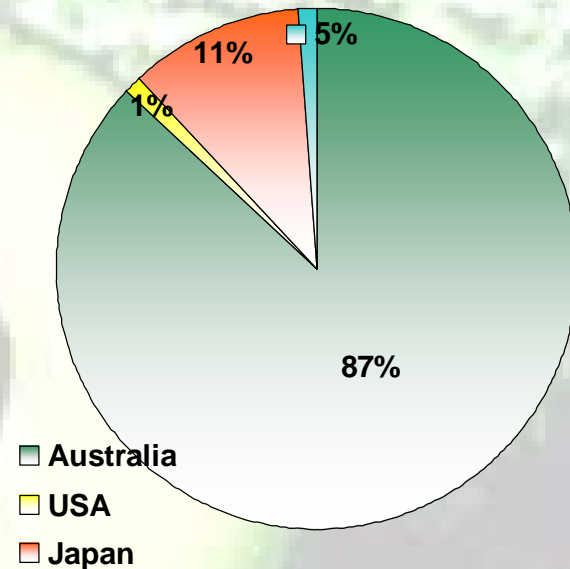
## Export forecast by market:

2004-2005 Season



1.1 million trays

2005-2006 Season



2.3 million trays

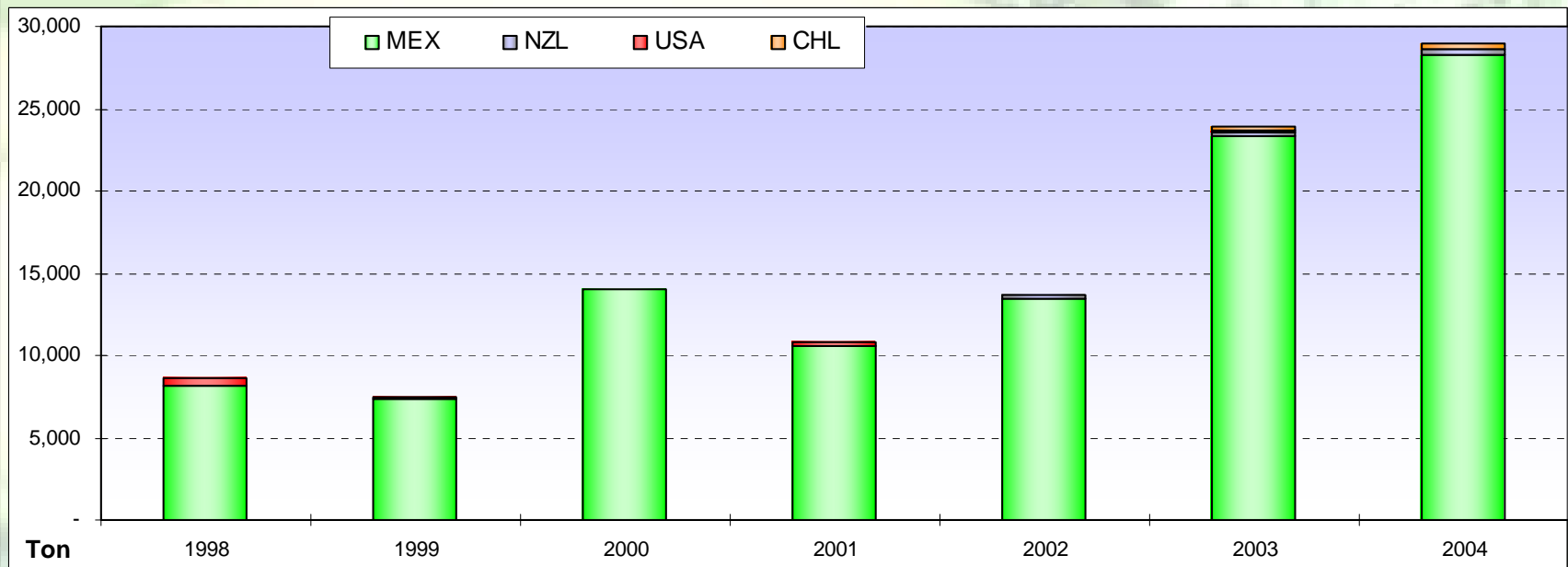


# DEVELOPING THE JAPANESE MARKET

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## The Japanese Market

Avocado Consumption increasing over the past 6 years



# DEVELOPING THE JAPANESE MARKET

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## What is the opportunity?

- Mexican Hass dominates the Japanese market.

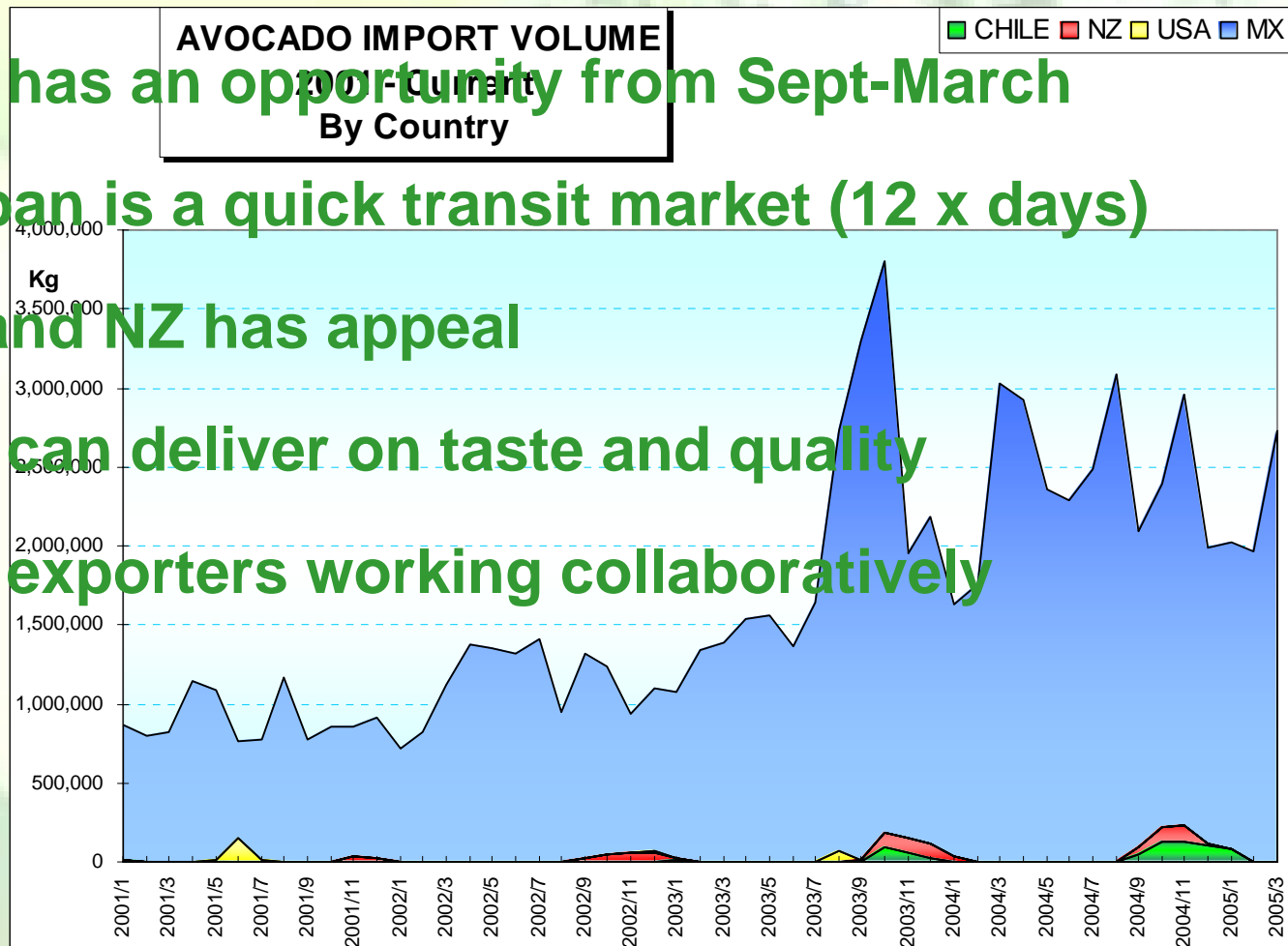
- NZ has an opportunity from Sept-March

- Japan is a quick transit market (12 x days)

- Brand NZ has appeal

- NZ can deliver on taste and quality

- NZ exporters working collaboratively



# DEVELOPING THE JAPANESE MARKET

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## Avocados and the Japanese Consumer

### Key Selling Features:

1. Health / Nutrition /Versatility
2. Food Safety /Traceability
3. Maturity & Grade stds.
4. Ripe- Ready to Eat

### Key Benefits:

1. Consumer Health
2. Consumer Assurance
3. Consistent Taste & quality
4. Versatile & Convenient

### Delivers:

- An Attractive Sales Proposition
- For Consumers = repeat purchase
- For Customers = more sales & category growth



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## Key Challenges....

Demand Highest Quality

Size specific market (24/30 count)

Food Safety & Traceability

Price conscious (¥99 price point)

Ripening and retail display

Driving continued consumption growth

The weak Japanese ¥en

### ハスアボカド 熟度ガイド

**明るい緑色**  
熟していません。  
果皮が茶色に変わる  
まで常温で保管  
してください。  
熟成まで4日



**オリーブ  
グリーン**  
熟成まで2日  
常温で保管して  
ください。



**茶褐色**

ちょっと硬めの食べごろです。  
スライスしたり賞の目切り、  
角切りにしてお召し上がり  
ください。冷蔵庫で保管



**紫がかった茶色**

柔らかめの食べごろです。  
すりつぶしたり、パンに塗ったり、  
ピュレーにしてお召し上がりください。  
冷蔵庫で保管



**黒色**

とても柔らかいー完熟す  
くにお食べください。

すぐに食べられる

ニュージーランド  
産アボカド

AVANZA



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## ハスアボカド 熟度ガイド



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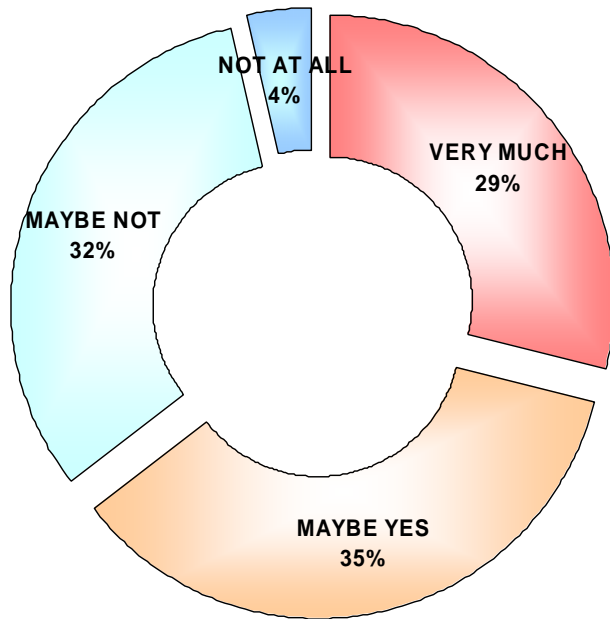
ニュージーランド産アボカド

AVANZA

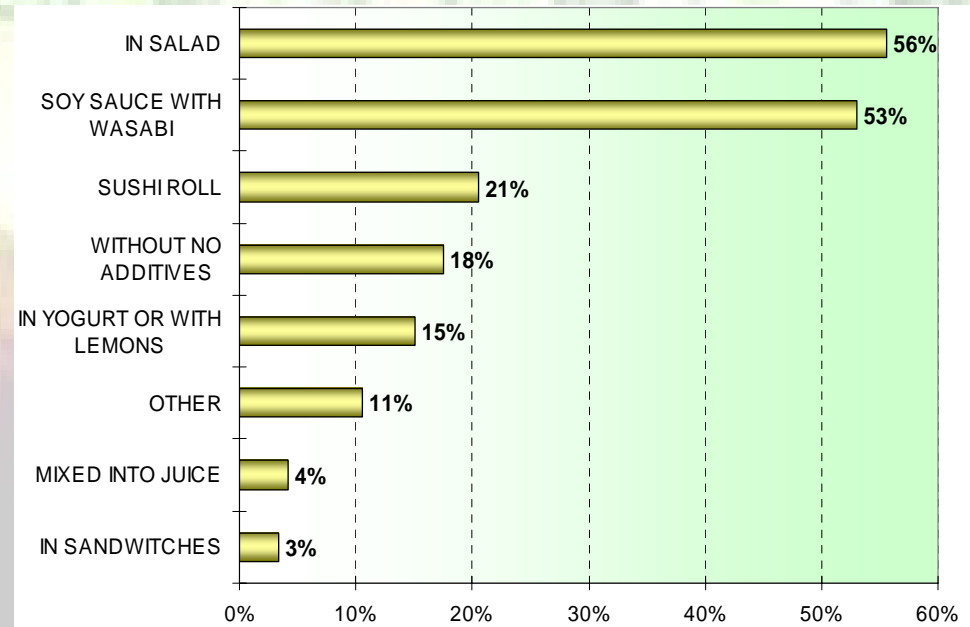
# Focus Group Findings

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## Do you like the taste of Avocados?



## How do you eat Avocados?

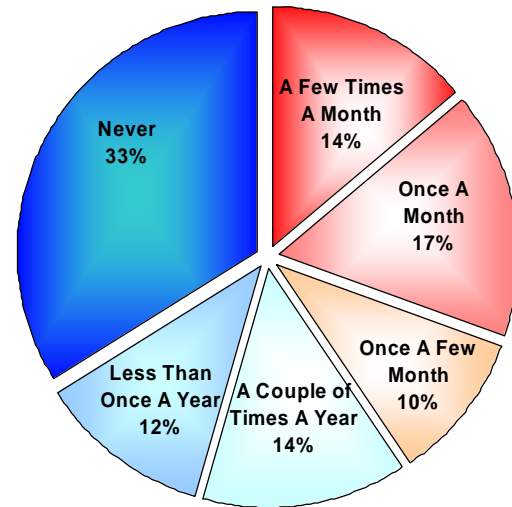




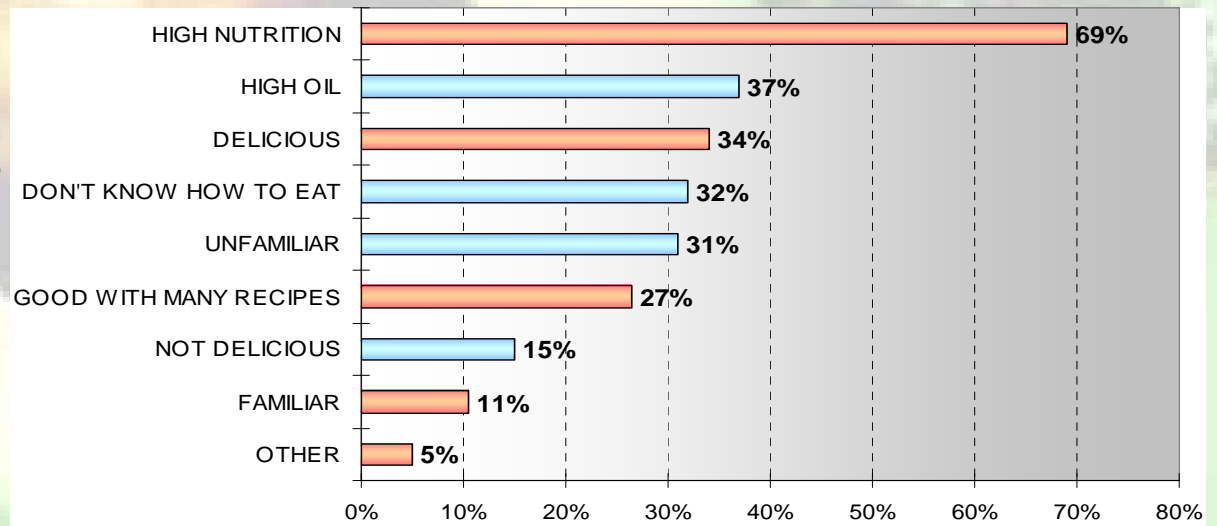
# Focus Group Findings

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How often do you buy Avocados?



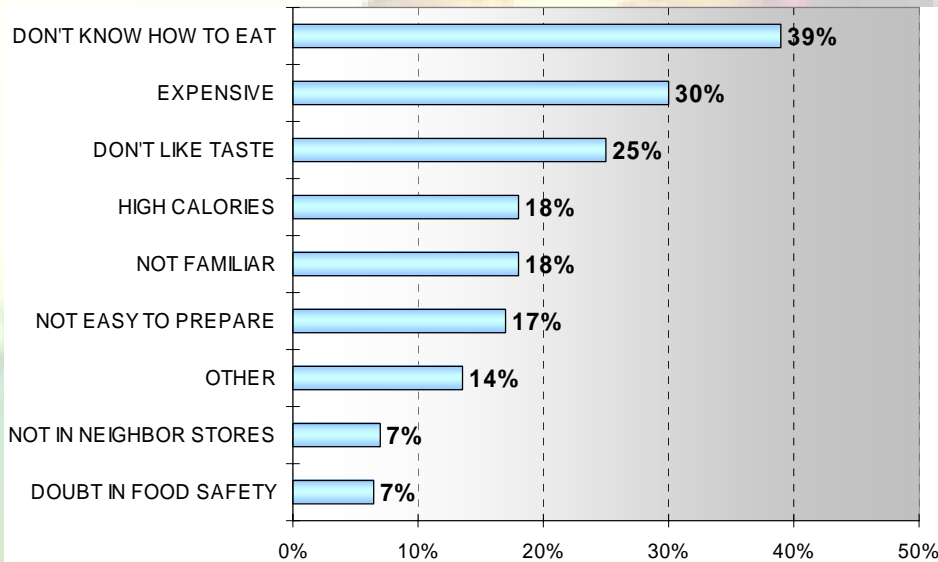
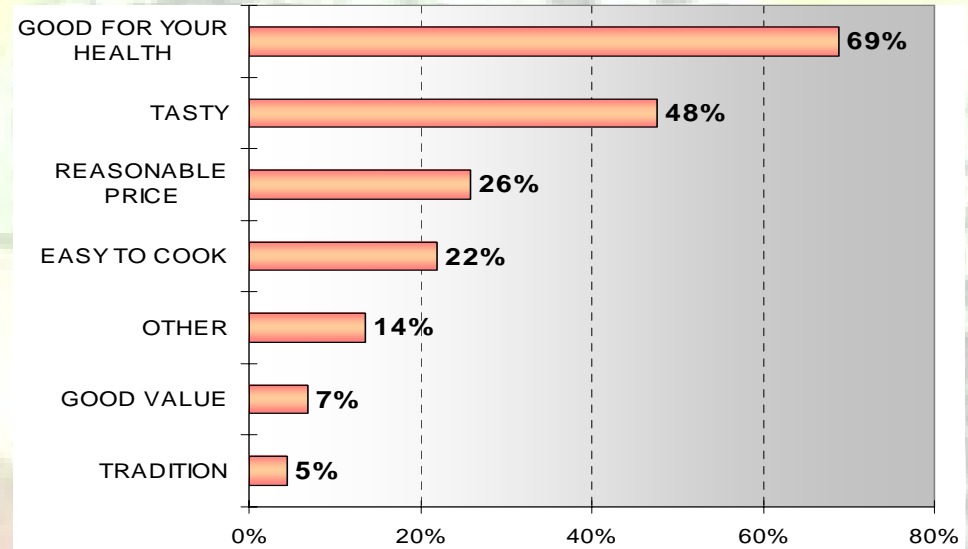
What is your image of Avocados?



# Focus Group Findings

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## Why do you buy Avocados?

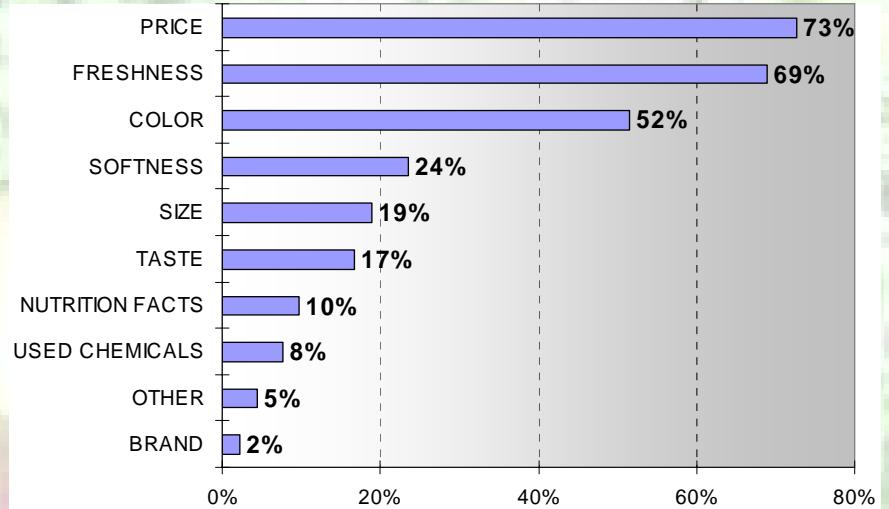


## Why don't you buy Avocados?

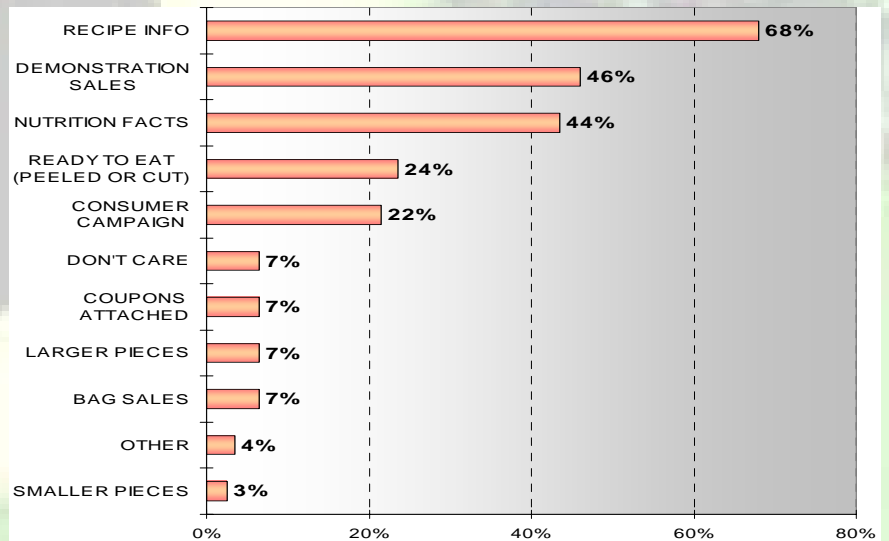
# Focus Group Findings

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What are important points when you buy Avocados?



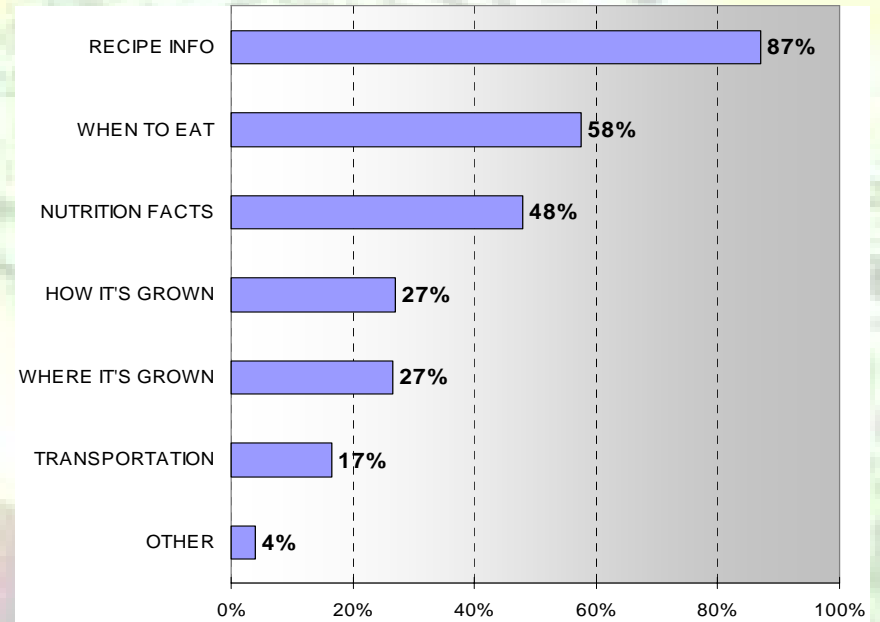
What will attract you when you buy Avocados?



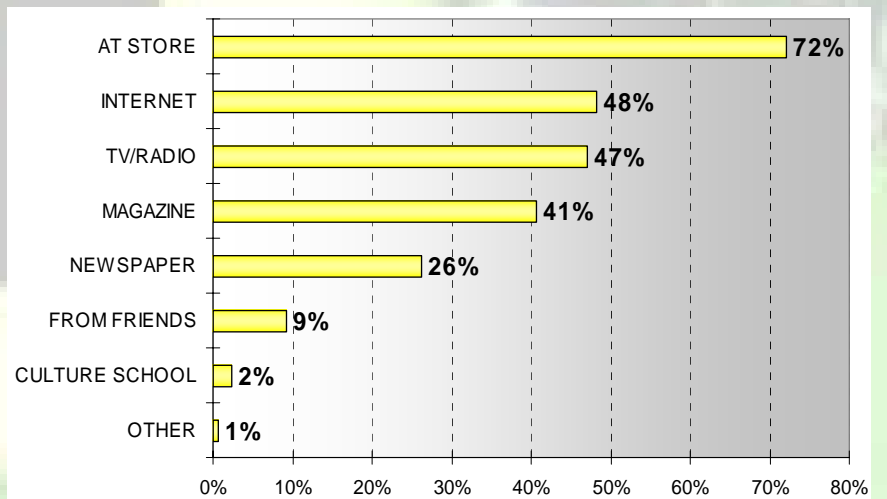
# Focus Group Findings

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What kind of information do you want?



How do you want to get information?



# Focus Group Findings

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Can you tell the maturity of Avocados?

