

Feeding the Asian tiger

Bevan Jelley¹

1. New Zealand Avocado, Tauranga, New Zealand

Targeting niche consumers across Asia with premium avocados from New Zealand.

With relatively small avocado supply and higher costs of production than the top producing avocado nations, New Zealand must take a different approach market development. A focus on premium positioning to niche consumers in Asia has been enabled by a brand story of unique provenance, nutrients, quality and taste.

New Zealand has been growing avocados for Asian markets for over 10 years and now exports to eight key markets in the region. In 2013 the New Zealand avocado industry set a strategic objective to grow exports to Asia to 20% of all avocado exports.

With avocado consumption well established in Europe and the Americas, Asia presents an opportunity for exponential growth in avocado consumption.

The Asian region currently has 4.5 billion mouths to feed and by 2030 it will represent 66% of the world's middle class population. Wealthy consumers across Asia with increasing health and lifestyle aspirations are beginning to develop a taste for avocados.

NZ Avocado has worked alongside avocado exporters to develop a template for Asian market development. This has included collaborative development of a unique category story, *Premium Avocados from New Zealand*, market supply and demand modelling, consumer insights, digital marketing, consumer and retailer education, development of brand collateral and an online library where partners of NZ Avocado can access digital resources for promoting premium avocados from New Zealand.

New Zealand avocados have partnered with the best known New Zealand brands in Asia to leverage their expertise, experience and consumer reach.

Avocado loving consumer groups are different in each of the Asian markets that New Zealand avocados are sold. This presentation looks at what New Zealand has learned about occupying a premium position for avocados in Asia, the nuances between consumers in Asia's top four avocado markets and how New Zealand has adapted its avocado story to be relevant to the needs of consumers across these markets.