

## **Growth in value and volume in the New Zealand avocado industry**

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New Zealand Avocado set a vision in 2013 to triple volume and quadruple value by 2023 through the industry strategy “New Zealand Avocados Go Global”.

Since 2013 the industry has successfully grown from a cottage industry worth \$60m to a more highly competitive, value driven, growth industry worth \$200m.

To deliver this value growth, a cross-industry marketing strategy was developed with input from all export stakeholders. A category story to encompass all avocados from New Zealand was agreed and implemented across priority markets in Asia, New Zealand and Australia. A marketing innovation fund was established which allowed individual exporters to reach new consumers in developing markets. Digital market strategies were implemented across seven priority avocado markets, allowing NZ Avocado to form a follower community of over 100,000 New Zealand avocado lovers and consumers.

NZ Avocado benchmarked individual performance of all orchards in New Zealand and implemented a strategy to improve total industry production and consistency of production. This was implemented by working collaboratively with researchers, growers and technical consultants across on-orchard management, setting up working groups and field-days to share information and ideas and drive innovation on orchards.

New Zealand Avocado is utilising resource and capability from across the sector to drive change and lead the industry towards a common goal, encouraging both competition and collaboration.

The success in the industry has resulted in additional avocado plantings, mostly conversions from dairy farms to avocado. These much larger new orchards will bring new thinking and new opportunities to the industry as it works towards its goal of becoming a billion dollar avocado industry by 2040.