



Fruit value is in your hands

We are hearing feedback from a few growers indicating concern about the need and/or ability to carry “late season” fruit to meet the AVOCO market plan.

While understanding that there is incremental risk of fruit loss and poorer packout’s later in the season, AVOCO has been attempting to address this in a couple of ways;

1. Bringing forward the market plans to finish exports much earlier than in the past and,
2. Implementing a “late season harvest” incentive designed to largely compensate growers for such loss. This has been further increased for the 2018/19 season.

Let’s be clear – it is ESSENTIAL that we continue to operate as a market-driven business.

SOME CRITICAL POINTS TO NOTE:

1. Our latest market plan sees us **76.5% harvested and packed by Week 52** (end of December) and finished by Week 6 (first week of February).
Only a few years ago, being 65-70% through the harvest at Week 52 and a season continuing through to March was the norm.
2. The OGR’s delivered by AVOCO are a function of supplying the best selection of customers available to us worldwide and, in particular, the strong position we hold with the major retail chains in Australia.

AVOCO has a 78% share of the direct retail import programme business in Australia.

These customers choose to work with AVOCO and pay the premium prices they do because we are reliable and



have historically delivered them what they want, when they want it. That means harvest into early February!

3. Chile is now on the first rung of the ladder to gain entry to Australia.

Any significant failure on our part to deliver on the volumes and flow plan that has been agreed, risks “opening the door” to our competitors. Not just for “late season” but potentially right across our supply window. This is an issue for the entire New Zealand industry – not only for AVOCO and our growers.

So, growers – please bear all the above in mind as you weigh up “risk versus reward” when thinking about harvest planning and how your orchard fits into the packhouse flow plan. There is more at stake with this subject than meets the eye.

At upcoming AVOCO field days we will be covering this subject in depth.

YOUR AVOCO MARKETING TEAM