



OCTOBER 2019



# news alert



## **Markets under pressure. Harvest discipline required.**

The markets, as expected, have come under pressure with over 400,000 trays of fruit entering the Australian market weekly (73% of which is of Australian origin). Asia is also under pressure, particularly Korea, with competition from Mexico and unfortunately mixed maturity issues with New Zealand fruit.

Our main retail programmes in Australia, Japan and South East Asia continue to tick along nicely.

It is fruit beyond these programme orders we must control and this week, we have given packers instructions to trim this and next weeks' pack volumes to protect grower OGR and our fruit quality.

Surplus packed fruit outside of these programmes will receive grower returns of around \$8.80 per tray which is well below what we are receiving from our programmed markets. The answer is, "Don't pick it". Wait and smooth the volumes out – the difference in return will be significant.

Please support your packers in managing their way through the next month or so when Australia will remain full and Mexico impacts our Asian markets.

Thank you.

**AVOCO MARKETING TEAM**

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